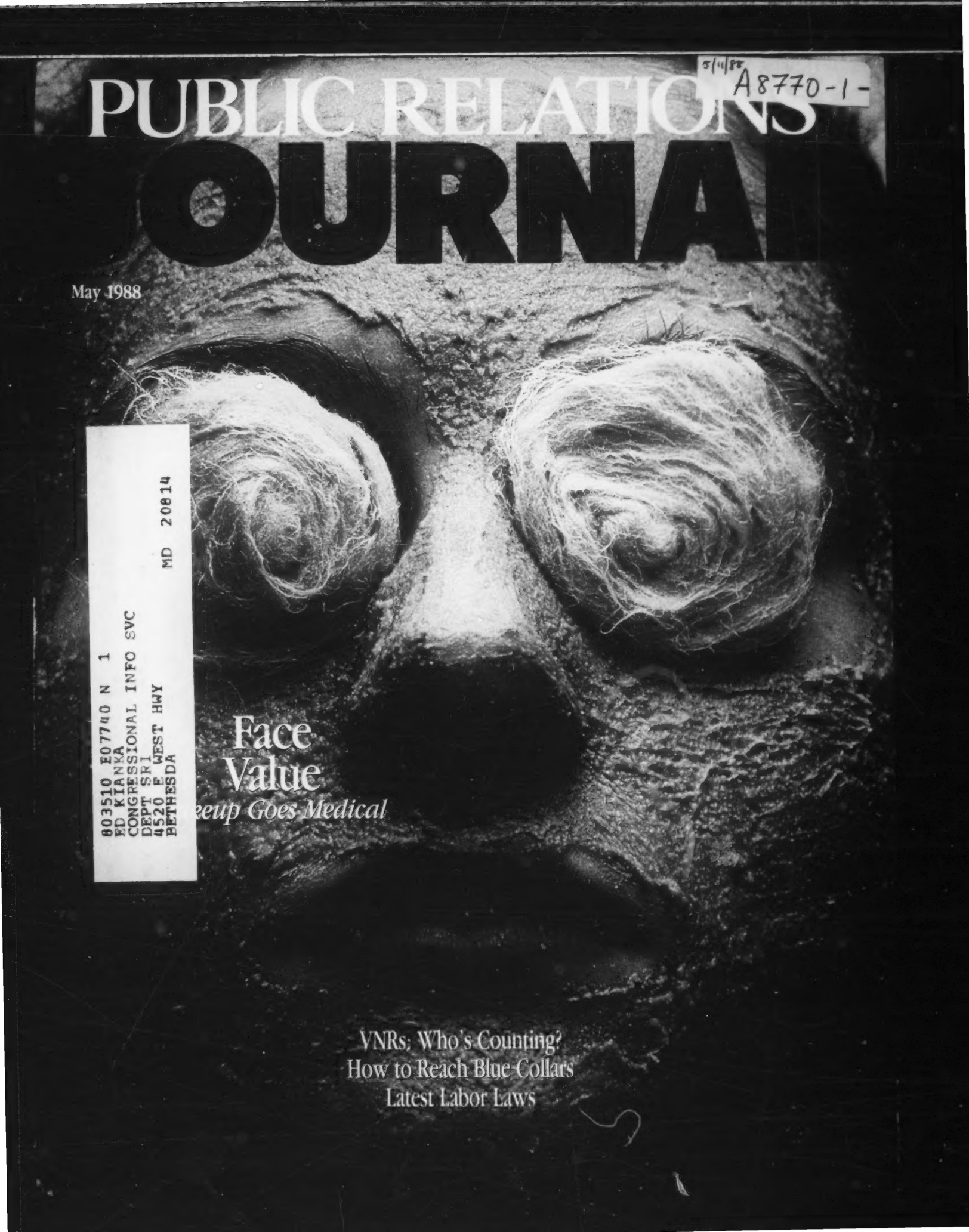
5/11/88 A8770-1-

PUBLIC RELATIONS JOURNAL

May 1988



803510 E07740 N 1
ED KIANKA
CONGRESSIONAL INFO SVC
DEPT SRI
4520 E WEST HWY
BETHESDA MD 20814

Face Value

eeup Goes Medical

VNRs: Who's Counting?
How to Reach Blue Collars
Latest Labor Laws

PUBLIC RELATIONS JOURNAL

May 1988 Vol. 44 No. 5

FEATURES

14 Now You See Them . . .
Who's counting the number of video news releases that reach the nation's viewing public—and how accurate are their numbers? A look at the players and the controversy surrounding them. *By Meryl Davids*

24 Face Lift
Once the powder puff of public relations, cosmetics has turned to medical science to give it not only respectability but also a competitive edge. *By Alison Davis*

page 35

ON THE RECORD

30 Service Economy • Style and Substance • The Best Corporate Advertising? • Campaign Campaign

WORKSHOP

35 How to Really Reach Blue-Collar Workers *By Richard E. Wilmot, APR*

How to Prepare Support Materials for Your Lobbyist *By Paul D. Brennan, Jr., APR*

page 11

BRIEFINGS

11 Going for Brokers • Coupon Clippings • Life Stories: The Tax Man

DEPARTMENTS

Inside Track ____ 4
About Face
Michael Winkleman

Feedback ____ 5

Opinion ____ 7
Educated People
Alan Metrick

Washington Focus ____ 8
Labor Laws
Paul Lee

Technology Update ____ 39
Minding the Store: Part Two
Rudolph E. Hirsch

People ____ 41

Literature Showcase ____ 43

Fast-Close Classified ____ 44

Last Page ____ 48
My Favorite Failure
Jerry L. Bryan, APR

page 14

The *Public Relations Journal* is published by the Public Relations Society of America, 33 Irving Place, New York, NY 10003.

Cover Photograph: *Ruth Geyra Stern/stockphotos, inc.*

INSIDE TRACK

ABOUT FACE

Though cosmetics public relations is as dominated by women as it ever was, what's changed, suggests Alison Davis, who wrote this month's cover story ("Face Lift," page 24), may be the type of woman who specializes in this area. "It was one of the first places where women could get into the public relations business," she says. "And it made sense to have people who use makeup promoting it. But it was seen as soft and frivolous, and maybe some of the people who entered it were also frivolous.

"But as the cosmetics PR field grew," she continues, "as there were more companies, more publications, more editors, it got more professional, more like the other forms of the business. There's less fluff. The market's changed, and the women have changed, too."

Davis clearly sees herself as one of these new women—a consummate public relations professional who's as comfortable promoting cosmetics as she is doing automotive releases and business-to-business communications. But then Davis's experience is a bit unique: Her early exposure to cosmetics, to the business of cosmetics, really, came not so much through the application of lipstick or the thorough reading of *Glamour*, but through the almost osmotic absorption of dinner conversation led by her father, who for 35 years now has been the editor of *Drug & Cosmetic Industry*.

Davis hadn't envisioned following in footsteps so close to her father's. As an English major at New Jersey's Douglas College, she saw herself as a future journalist, in the Woodward and Bernstein mold. But an internship at Burson-Marsteller "got me into toiletries and cosmetics," and she realized how a lifetime of hearing her father's tales of the industry had prepared her for working in his field. "I was aware of the weird diversity of products," she says. But she was also skeptical. "All the hype is out of it for me," she says. "I can be like the most suspicious editor and write releases, for example, that are effective, not hypey."

So after a short stint in journalism, Davis applied for public relations jobs with cosmetics companies and landed one with L'Oreal. Later she went on to handle cosmetics accounts at several firms before going out on her own.

For Davis, the growing emphasis on the science behind cosmetics is a good match for her own outlook on the field. "I don't wear much makeup," she says. "I'm immune to the lure. I'm not into selling the aura, the sense that you put on a new lipstick and your life is changed. I'm interested in how the cosmetics can really make a difference." And, like a lot of the women she's promoting to, Davis, who is 31, says, "I hope it can do something for me—I don't have the skin I had when I was 22."

The surprise we got when we set out to compile this month's chart on video distribution services ("Now You See Them. . . ," page 14) was the vehemence with which companies in the field denounced their competitors' claims. Clearly these charges are the outgrowth of their concern that their negative image is bringing down their industry. And it appears that many of the distribution companies are taking the matter to heart. In December several of them joined forces to form the Professional Electronic Publicity Association to, in the words of J-Nex chairman George Merlis, "ensure that ethical practices in the highest possible standards are provided" to the publics they serve.

—Michael Winkleman
Editor

PRSA Public Relations Society of America
33 Irving Place, New York, NY 10003
(212) 995-2230

The Public Relations Society of America (PRSA) is an individual membership professional society of 14,265 public relations practitioners. Its major services to members include programs of Professional Development and Accreditation, an Information Center, publications, tracking of issues of national concern, and promotion of ethical practice through adherence to PRSA's "Code of Professional Standards." PRSA's mission is "To serve the public need for understanding and cooperation among its diverse interests by fostering high professional and ethical standards for all those practicing public relations."

Officers of the Public Relations Society of America: **Dwayne Summar**, APR, president; **John L. Paluszek**, APR, president-elect; **Isobel Parke**, APR, secretary; **E. Zoe McCathrin**, APR, treasurer; **Elizabeth Ann Kovacs**, CAE, executive vice president.

PUBLIC RELATIONS JOURNAL

Editor
Publications Director
MICHAEL WINKLEMAN

Managing Editor
Production Manager
JOANNE MAIO

Senior Editor
CELIA KUPERSZMID LEHRMAN

Associate Editor
MERYL DAVIDS

Art Director
BLAKE TAYLOR

Advertising Director
ZOE DICTROW

Advertising Coordinator
JOSEPH WHITFIELD

Special Projects
JEFF POETZEL

Editorial Interns
DIANE FINGER
MARTHA GUEVARA

Subscriptions
LORNA RUDDER
(212) 995-2230

ABC

The **Public Relations Journal** (ISSN 0033-3670) is published monthly, except semi-monthly in June, by the Public Relations Society of America, 33 Irving Place, New York, NY 10003. The second issue in June is the **Register** issue. Of the amount of dues paid by members of the Society, $16.00 is for a year's subscription to the **Journal**. Nonmember domestic subscription rates: $36.00 a year; $68.00 for two years; $102.00 for three years. Canada and all other foreign countries please add $2.00 to one-year rate; $4.00 to two-year rate; and $6.00 to three-year rate. Subscriptions must be paid in U.S. funds with check drawn on a U.S. bank. Single copies $3.00 each. Second-class postage paid at New York, NY, and at additional mailing offices. **Postmaster:** Send address changes to the **Public Relations Journal**, 33 Irving Place, New York, NY 10003.
Members of the Canadian Public Relations Society receive the **Public Relations Journal** as a benefit of membership.

©Copyright 1988 by **Public Relations Society of America**.

Editorial offices: 33 Irving Place, New York, NY 10003, (212) 995-2230.

Advertising offices: 33 Irving Place, New York, NY 10003
Display Advertising: (212) 995-5708
Classified Advertising: (212) 995-2266

Video news releases always seem to have their problems. First, critics charged that they were too expensive. Then a brouhaha brewed over labeling the source of the news. And now, charges are flying about the accuracy of the usage reports provided by the suppliers: Are the numbers misleading? Inflated? Totally fabricated? Many say yes. And even for those trying to keep their monitoring hands clean, knowing who has used the tape is no easy task. *PRJ* checks out the latest video news blues.

NOW YOU SEE THEM...

By Meryl Davids

DON HYMAN, SENIOR VICE PRESIDENT OF MANNING, SELvage & Lee, winces as he recalls his first experience, about four years ago, with video news releases. He was a bit more naive then, he admits, but, of course, he had no reason to suspect that there was danger lurking ahead.

A "fairly well known" company had agreed to distribute Hyman's pet-care video, and, he says, almost immediately after it was sent out he began to get what he calls "very healthy" usage reports, chock-full of stations credited with using the story. "It started to look too good," Hyman says. Suspicion began to settle in. Hyman had an account executive at the firm spot-check a number of the stations on the list; only a couple of the 40 that the AE called confirmed that the piece had, indeed, been aired. "A lot of news people checked their logs and couldn't find it," Hyman says. "They didn't know what we were talking about."

Enraged, he drafted a letter to the distribution company, demanding an explanation. A great deal of time passed, and still no word. Finally, Hyman says, he got "an incredibly obtuse letter," claiming that his video had been pooled on a larger reel with others during distribution, and that some of the usage reported to him was actually for other stories on the same tape.

The experience hasn't soured Hyman on using VNRs—he feels that they do have their place in an effective public relations program—but he certainly has become a more conscientious consumer. Now, he says, he raises an eyebrow or two when suppliers claim (as many of them do) to be the best in the biz.

And Hyman is not alone. It seems there's a legion of VNR users bouncing from distributor to distributor, searching for satisfaction. True, monitoring video usage is not an easy task; trying to reach hundreds of newspeople, who certainly have better things to do with their days than answer the procession of calls from distributors, is a problem faced by almost all companies. Getting them to return post cards is not much easier. But charges like Hyman's, and worse—of inflated usage claims, misleading audience figures, confusing reports, and the like—are leveled by many.

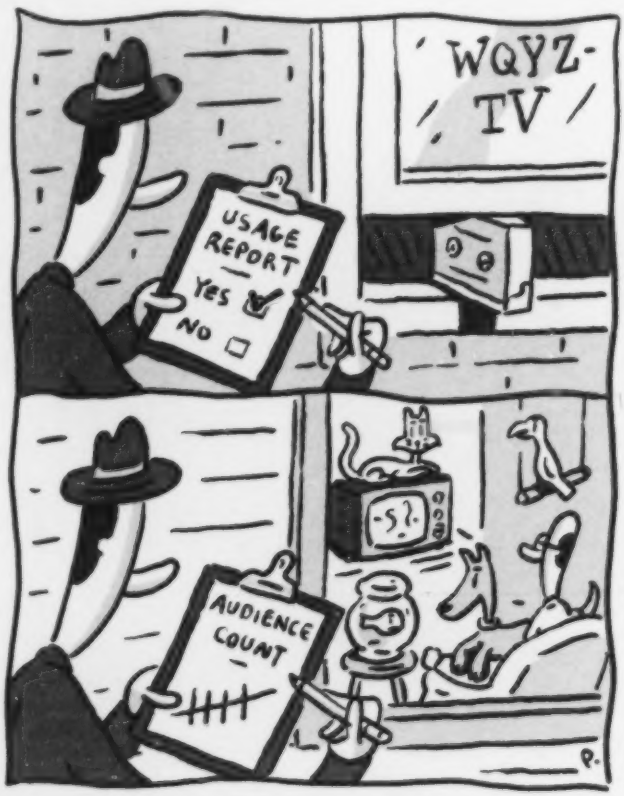
Louise Pollock, senior vice president of Ketchum Public Relations and manager of its food group, distributed two videos in the past year, using two different companies. And, she says, when she's ready to tackle the medium again she will start her supplier search from scratch. "We had to constantly go after the first company for their reports," Pollock complains. "They didn't understand that our clients want results quickly." The second company produced as well as distributed the video. This company, Pollock says, "was very good at production and very helpful in counseling us." But it too fell short when distribution time rolled around, not so much, Pollock says, because of its monitoring of results, but rather because the video didn't get the pickup she had wanted. Like anything else in public relations, follow-through is key, Pollock says. "They said they made phone calls, but they probably didn't make as many as they said they did. I suspect that how busy

Illustrations by Phil Marden

a company is determines how many calls they actually make."

Interestingly, the methods and ethics of various distribution companies are being challenged even more hotly by those in the game. "It is unfortunate, but true, that to a large extent disinformation in reporting back to the client has been the standard," claims Richard Green, manager of research and promotion at Potomac Communications, which in the past year has taken on the industry's alleged lack of ethics in its ad campaign. "These lies hurt the honest companies," he complains, "because the competitor that fudges its numbers looks like it's being more effective—getting more results, reaching more people. It ups people's expectations about what the potential can be for VNRs."

And though he feels like an island of honesty in an infested sea, Green's concerns are shared by others. When word of this article began leaking out several months ago, suppliers scrambled for their phones, pleading with us for fair treatment. It seems that an article last October in O'Dwyer's *PR Services*, a monthly magazine of products and services in the field, listed the revenues and employee count of the various companies, among other information. The article raised the hackles of companies who now claim that exaggerations by their competitors were the norm (indeed, the chart in *PRJ*, beginning on page 16, is somewhat subject to similar abuse, especially on the numbers). Willa Armstrong, president of New York's Armstrong Information Services, which says it distributed 12 or so videos last year, quips about *PRJ*'s chart, "If you've got 30 companies claiming to distribute 30 videos, you've got about 27 liars."



"I happened to have told the truth," Sally Jewett, president of On The Scene Productions, says of the *PR Services* story. "When the article came out, I saw that my competitors hadn't; we all know what kind of business everyone is doing." Jewett, who claims her company's high-end cost stems from the hours her staff people spend researching each local market and pitching the story, says her company looked especially lacking when compared to some of its more conniving competitors.

Armstrong, like others, takes issue as well with the usage reports of many suppliers. "I get copies of other companies' reports from clients who want to know why we can't get results like theirs." But a close look, she says, shows a lot of double counting—counting one hit twice—and worse. Claims of pickup of 50 to 60 percent are lies, Armstrong charges. "Those numbers just aren't there. If you accepted the placements that all these companies say they get, there would be no time on TV news for coverage of the presidential election, the pope's visit, or anything else." That allegation seems to be somewhat substantiated by studies of TV news directors, one of the most recent of which, commissioned by Sun World Satellite News, shows that 61 percent say they "seldom or never" use VNRs, and 12 percent use them merely once a month.

Where outright fraud is not an issue, clients complain that the final reports they get are often confusing—and misleading. Stations airing the tape are sometimes lumped with those "holding it for future use," which means that the tape may or may not ever reach the airwaves (some suppliers, though, do list them separately). Estimated audience figures, which sometimes seem to be based mostly on wishful thinking, are routinely stated as fact, with a certain percentage of all TV sets in the viewing area assumed to have watched the particular show (most distribution companies, however, have taken to using published quarterly figures from Nielsen or Arbitron). And comparisons are sometimes made between VNR and commercial airtime. "That's comparing apples and oranges," says Potomac's Green, "because you don't have the free hand with VNRs to make the content so explicitly commercial, and because you have no control over how much and when the information is used."

Of course, not all of the sour taste for distribution derives from questionable company ethics. Some of the troubles distributors face are inherent in the unscientific monitoring systems that are widely used.

One of the problems, notes Green, is that many news directors will claim they never use sponsored material when, in fact, their reporters, segment producers, or assignment editors do. And the companies that do go after this more targeted group are often left in the dark as well. "These people can easily get confused," Green notes, "and they might think they used your video when in fact they didn't." This mix-up is especially likely when the topic is a hot one. After the FDA approved aspirin for heart attack victims, for example, Bufferin, Bayer, and a slew of other related products would likely have shot out a video. Does the reporter actually remember—or care—which one was used?

Dissatisfaction with this monitoring status quo appears epidemic. "I've done two VNRs in the past few years," says Kim Ward Burson, publicity project manager at Kraft, "and I'll never do them again." The first did not get the pickup she had expected—and, she claims, that she was led to expect from the distributor.

The second VNR was sent by satellite. It was, Burson says, "a fabulous video" on Kraft's "Most Valuable Plate" program, a tie-in with the Super Bowl that pit top chefs working in the stadium parking lot against each other to prepare the MVP, judged by a few of football's real thing. "We really don't know

Article continues on page 20 ▶

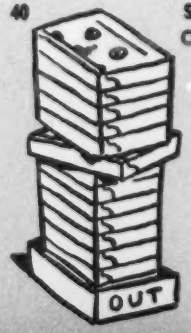
Chart begins on next page ▶

KEEPING TRACK

The following information is intended to give practitioners a better sense for the distribution and tracking methods of a variety of suppliers. The information was provided by the companies themselves, and is therefore only as reliable as they are.

Company	*No. of VNRs Distrib. in 1987*	*Primary Method of Distribution**	*Sample Distribution Rates*	*Does Company Notify Stations Before Sending Video?** If So, How?*	*Methods for Determining Station Usage (Standard Package)*	*Methods for Determining Audience Figures*	*Additional Information*
Medialink 708 3rd Avenue New York, NY 10017 (212) 682-8300	425	Satellite	$2,500 for 140 stations in top 30 markets; $3,000 for 350 in top 100 markets; $3,750 for 650 stations; plus $250 annual "membership fee"	Yes: "AP Express" newswire in 325 stations; TWX or FAX to an additional 325	Reply cards (20–30% average return); call 50 to 60 probable users; proprietary Medialink-Nielsen VNR panel of more than 100 news producers and assignment editors; video monitoring transcripts; "Sigma" electronic tracking system. Final report includes both projected and confirmed users (listed separately).	Nielsen audience figures for specific show	
Pro-Video News Service 303 South Crescent Heights Boulevard Los Angeles, CA 90048 (213) 655-4774	364	Satellite	$1,500 for 5-minute slot on twice-weekly 1/2-hour newsfeed to 650 stations	Yes: post cards to 650 stations; FAX to top 30 markets; calls to all stations in top 50 markets	Call all stations in top 50 markets (try up to 5 times). Final report includes both confirmed users, those holding for future use, and those not using (listed together).	Arbitron and individual stations' audience figures for specific show	
DWJ Associates 295 Madison Avenue New York, NY 10017 (212) 684-4000	200	Cassette	Not Available	Yes: Telex, mail, or newswire to 2,000 programs; send cassette to only those who request it (generally ranges from 90 to 175).	Call each station (until reached). Final report includes confirmed users only.	Arbitron or Nielsen audience figures for specific show	
Visnews International 630 5th Avenue New York, NY 10111 (212) 698-4550	200	Satellite	Not Available (feed goes to 600 stations)	Yes: combination of newswire, post cards, and phone calls	Reply cards (45–50% average return); call all stations (until reached); video monitoring transcripts. Final report includes confirmed users only.	Nielsen figures for the potential audience reached by a station	
West Glen Communications 1430 Broadway New York, NY 10018 (212) 921-2800	132	Cassette	$9,500 for 100 stations; $13,500 for 200 stations	No	Reply cards (30% average return); send overdue letters to those who didn't reply (30% average return); call all others (up to 6 times). Final report includes confirmed users and those holding for future use (listed separately).	Arbitron audience figures for specific show	"Guarantees" 40% pickup. Offers rebate (based on per-telecast cost) if falls short.
Audio/TV Features 149 Madison Avenue New York, NY 10016 (212) 889-1327	120	Satellite	$1,950 for 600 to 700 stations	Yes: Telex to 600 stations; UPI-TV newswire to 275 (some overlap with Telex); calls to 100 stations (can be targeted by client)	Call 100 targeted stations (2 to 3 times); video monitoring transcripts. Final report includes confirmed users and, sometimes, those holding for future use (listed together).	Arbitron "daypart" audience figures (day is divided into a few periods; figure is average for period specified)	

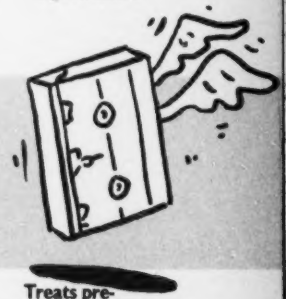
Orbis Medical News 3322 North Lakewood Avenue Chicago, IL 60657 (312) 883-9584	102 (50 plus standing 52-week series)	Cassette, Satellite	$8,500 for 100 cassettes and slot on 1/2-hour national satellite newsfeed	Yes: Mail advisories; calls to 100 to 150 regular users	Reply cards (70% average return); 100 calls to regular users. Final report includes confirmed users and those holding for future use (listed together).	Number of viewers estimated at 10% of households in total market multiplied by 3	Specializes in medical topics
KEF Media Associates 213 West Institute Place Suite 311 Chicago, IL 60610 (312) 951-5894	100	Cassette	$40 to $60 per cassette (minimum of 100)	Not usually (does, occasionally, by Mailgram or Telex for breaking news)	Reply cards (15–20% average return); video monitoring transcripts; call all remaining stations (up to 4 times). Final report includes confirmed users, those holding for future use, and projected users (listed separately).	Arbitron audience figures for specific show	
Potomac Communications 444 North Capitol Street, NW Suite 411 Washington, DC 20001 (202) 783-8350	80	Satellite	$2,300 for 5-minute slot on "Daily Business Satellite" feed; plus $1,000 for 100-station phone notification; $1,500 for 75-station follow-up phone survey and report	Yes: Telex to 650 stations; phone calls to 100 stations in markets targeted by client; letters occasionally sent for non-breaking stories	Phone calls to 75 of 100 pre-notified stations (responses for all 75 sent to client); option to use outside monitoring service for written transcripts (provided at cost). Final report includes confirmed users and those holding for future use (listed separately).	Arbitron and Nielsen audience figures of viewers over age 18 for specific show	
J-Nex Television News Services 5455 Wilshire Boulevard Suite 2010 Los Angeles, CA 90036 (213) 934-4356	65	Satellite, Cassette	$4,600 for either 3 satellite transmissions to 850 stations or 100 cassettes	For satellite: newswire, mail, or FAX For cassette: call each station; send cassette to only those who request it	Reply cards (10% average return); 150 random phone calls; video monitoring transcripts. Final report includes confirmed users and those holding for future use (listed separately).	Stations' audience figures of number of households for specific show	
Sheridan Elson Gourvitz Broadcast Services 20 West 37th Street New York, NY 10018 (212) 239-2000	55	Cassette	$5,500 for 100 stations; $55 for each additional station up to 200; $40 for each additional station over 200	Don't pre-notify if story is newsworthy; call 75% if story is less than newsworthy and send cassette to only those who request it	Reply cards (65% average return); call all remaining stations. Final report includes confirmed users and those holding for future use (listed together).	Arbitron "daypart" audience figures (day is divided into a few periods; figure is average for period specified)	
Professional Communication Services 1776 Broadway New York, NY 10019 (212) 247-7965	50	Cassette	$10,000 for 100 stations	Yes: mail and calls to every station; send cassette to only those who request it	Reply cards (50% average return); video monitoring transcripts; call every station (try each station every two weeks for 90 days). Final report contains confirmed users only.	Nielsen audience figures for specific show	
Modern Talking Picture Service 5000 Park Street North St. Petersburg, FL 33709 (813) 541-7571	40	Satellite, Cassette	$11,000 for 2 satellite transmissions with 600 pre-notifications, 200 cassettes to select stations, and "guaranteed" placement on 950 cable stations (company owns cable system); separate rates also available	For satellite: Telex or telegram to 600 stations for a breaking story; mail for a non-breaking story For cassette: No	Reply cards (40% average return); call about 100 stations (up to 3 times). Final report includes confirmed users, those holding for future use, and projected users (listed separately).	Nielsen or Arbitron audience figures for specific show	



*Many companies that use cassettes as their primary distribution method do turn to satellite for fast-breaking stories.
**Companies sending by satellite *must* pre-notify stations so stations know when to downlink program.

Chart continues on next page ▶

KEEPING TRACK

Company	*No. of VNRs Distrib. in 1987*	*Primary Method of Distribution**	*Sample Distribution Rates*	*Does Company Notify Stations Before Sending Video?** If So, How?*	*Methods for Determining Station Usage (Standard Package)*	*Methods for Determining Audience Figures*	*Additional Information*
Newslink/Creative Media 122 C Street, NW Washington, DC 20001 (202) 737-9454	40	Satellite	$4,500 for 700+ stations	Yes: next-day mail or Telex to all stations	Phone any 125 stations the client targets (call up to 3 times). Final report includes confirmed users, those holding for future use, and projected users (listed separately).	Arbitron figures for the potential audience reached by a station; plans to switch shortly to Arbitron audience figures for specific show	
Planned Communication Services 12 East 46th Street New York, NY 10017 (212) 697-2765	40	Cassette	$1,900 to notify and offer requests to 1,300 programs; plus $50 for each station that requests it	Yes: mail; send cassette to only those who request it	Reply cards (50% average return); call all remaining stations (up to 6 times). Final report includes confirmed users and those holding for future use (listed separately).	Arbitron figures for number of households located in a market; and/or station's average daily viewership	Treats pre-notification like a pitch letter; offers broad assistance, including video, local spokespersons, product samples, etc.
On The Scene Productions 5900 Wilshire Boulevard Los Angeles, CA 90036 (213) 930-1030	30	Cassette	$6,500 for top 100 markets (about 400 stations) plus a handful of other appropriate outlets	Yes: call each station; send cassette to only those who request it	Call each station (until reached). Final report includes confirmed users only.	Nielsen or Arbitron audience figures for specific show on specific airdate	Treats phone follow-up like a publicist; tries to interest station in various local story angles that use video.
MG Productions 26 East 64th Street New York, NY 10021 (212) 688-1455	28	Cassette	$8,750 for 100 stations; $12,750 for 200 stations	No	Reply cards (65% average return); call all remaining stations (up to 2 times). Final report includes confirmed users only.	Arbitron audience figures for specific show	Offers "personalized" service to reach "heavy-hitter" network affiliates and cable stations (about 5 to 10 outlets).
Targetron 156 5th Avenue New York, NY 10010 (212) 463-7668	25	Cassette	$2,800 for first 100 stations; $1,800 for each subsequent 100	No	Reply cards (20% average return); call all remaining stations (at least 2 times). Final report includes confirmed users and those holding for future use (listed separately).	Arbitron audience figures for specific show	"Guarantees" pickup of 30 to 35%; but no rebate if falls short
Worldwide Television News 1995 Broadway New York, NY 10023 (212) 362-4440	25	Satellite, Cassette	$4,000 for satellite for 650 stations; $4,500 for cassettes for 100 stations	For satellite: Telex to 650 stations For cassette: No	Reply cards (30 to 40% average return); call all remaining stations (up to 10 times). Final report includes confirmed users and those holding for future use (listed separately).	Arbitron audience figures for specific show	

*Many companies that use cassettes as their primary distribution method do turn to satellite for fast-breaking stories.
**Companies sending by satellite *must* pre-notify stations so stations know when to downlink program.

—Diane Finger

Continued from page 15 ▶
what kind of pickup it got," Burson says, "because there was some confusion and the monitoring company did not watch for it as originally planned. We were able to verify only a very small amount," she laments, though she suspects that pickup was probably strong. "I am moving away from 'pay and pray' techniques like VNRs," she now says, "because I need verifiable results. I need to go back to my clients—the brand groups—and tell them what they got for their money."

As VNRs become more firmly entrenched in the public relations mainstream, distribution companies are scrambling to separate themselves from the troubled pack. Some companies have taken to touting themselves as more than simply distributors. Companies like On The Scene Productions and Planned Communication Services, for example, claim they approach video distribution from a public relations viewpoint. It is the service, as much as the results, that these companies appear to be selling. Andrew McGowan, APR, vice president of Planned Communication, for example, says that his company's offer to the station is more than just a take-the-video-or-leave-it proposition. "We offer local contacts, samples of the actual product, and anything else that will help generate a story," he says.

Many clients and distributors, though, say it is important for buyers not to be dazzled by the points of differentiation highlighted by a company. A "guarantee" of a certain percentage of pickup, for instance, may not be necessary if the pickup of most distribution companies routinely reaches those levels (some question the ethics of "guaranteeing" pickup where there is no control). And some companies that don't pre-notify stations before sending cassettes assert that not doing so may actually be more efficient. "We've found that stations routinely say, 'Sure, we're interested—send the tape over,' regardless of their actual usage intentions," says Kevin Foley, president of KEF Media Associates, "so we stopped doing it."

In addition, clients should be wary when suppliers claim to have the inside track into the type of distribution—either cassette or satellite—that assignment editors prefer. The promotional literature of a number of companies emphasizes the studies that have supposedly shed light on this important question. The trouble is that different companies find different preferences—largely, if not exclusively, related to the method of distribution the company generally provides.

In an attempt to make their services more reliable, a number of companies have tried to take the monitoring bull by the horns. Potomac has instituted a 75-station phone call follow-up, with comments from all calls—both the laudable and the laughable—sent to the client. The company does not extrapolate to all 650 stations from that survey, but rather relies on transcripts from video monitoring services—passed on to the client at cost, which could bust the budget for widely used videos—for more accurate national readings. Green says that Potomac sends the results of all the calls because, in a twist on Pollock's concern, he says he fears that "some companies are calling far more stations than they say they are."

"To a large extent, disinformation in reporting back to the client has been the standard," says Green.

For example, he says, if they say they called 50 and got 12 positive replies, they probably called 150 before getting that dozen yeses.

More exacting accuracy in tracking usage appears finally to be on the way, however, in the form of an electronic monitoring system. Medialink recently scored a major coup to become the "gateway" to a system just developed by Nielsen. Called "Sigma," the system, which has been "tested extensively" in the last 10 months, according to Robert Frump, executive vice president of Medialink, and was just introduced last month, encodes the video with an identifying number that is invisible to the average TV viewer. Two hundred Nielsen sensors, monitoring more than 1,000 stations across the country, read the number as the video is aired and transmit the information to a Nielsen computer. This system solves many of the problems that have plagued attempts at electronic monitoring in the past, Frump says, because it needs only two seconds of the code to score a hit (others have needed 15 seconds or more, a problem with VNRs, which are routinely edited).

Of course, even Sigma is not the answer to all distributors' prayers, because, as Frump says, "it is not unknown for satellite services or networks to put their own code on the same line as Sigma's." This wipes out the Sigma signal. And, even though only two seconds of the code are needed, if someone does what Frump calls "sloppy" editing and is rough in handling the tape, the entire code can be knocked off. Nielsen estimates that the Sigma system will identify only about 75 percent of all its coded videos.

For this reason, Medialink is planning to fold Sigma into its other monitoring mechanisms, rather than to replace them outright. (Per agreement with Nielsen, other distribution companies can also use Sigma, but they must go through Medialink.) Perhaps the most extensive monitor in the business, Medialink routinely includes such devices as a weekly poll conducted by Nielsen. One hundred twenty or more news assignment editors are asked what videos they used in the past week, when they used them, and the like. Medialink's name is not used on the survey in order to ensure objectivity. This panel enables the company to make national usage projections. But, Frump says, because clients also want market-specific information, monitoring-service transcripts are also part of the package (as are telephone calls and post cards).

But even all of these "nets," as Medialink calls them, are not always enough. Laura Queller, account supervisor at D-A-Y, says a video on a new vaccine that she recently distributed got spectacular results—but she found that out from her own clipping service, not from Medialink's. "If we had relied on their report, we would have been disappointed," Queller says, noting that part of the discrepancy came because Medialink finished its monitoring of the video long before her own clips stopped rolling in.

Of course, not all clients experience high anxiety when they think about their distribution companies. Contented clients do exist. Marsha Cade, for example, di-

Continued on page 47 ▶

VNR Distribution

Continued from page 20 ▶

rector of the communications center for the Campbell Soup Company, distributed six VNRs in the past year. She uses a stable of suppliers, she says, because "it's important to get new ideas and to compare results." And, she says, "though I always think the results should be higher than they are," she feels comfortable with the reports she receives.

But Cade seems to be a relatively rare species in the VNR forest. Many feel the industry is founded on lies, and that, as one supplier put it, as the industry grows new lies are folded into the old ones.

How did this faltered state come to be? Theories abound. Many blame the distribution companies, saying that the lack of real differentiation among many vendors may have caused some to seek out "better results" than their competitors. Others think that suppliers inflated their numbers because if potential clients saw the limited placement that VNRs were actually capable of getting they wouldn't bite.

Willa Armstrong, however, points her finger at some public relations firms. "Some of the agencies discovered the great profit in doing VNRs themselves, or, even, in marking up charges from outside suppliers. They tried to expand this profit center, recommending three-part series, distribution by both cassette and satellite, and the like," she says. "To justify these incredibly inflated recommendations to clients, they needed to claim better results." Armstrong says that she— "and everybody else"—has been approached by firms asking her to pump up her numbers to the client.

Of course, many, if not most, firms say otherwise. "I'm more comfortable when the usage reports are conservative," says D-A-Y's Queller, "because I feel that our clients would question them if the numbers were too high."

Don Hyman agrees. "Agencies have the responsibility to make sure they're getting the best value for the client dollar spent," he says. "It's good practice for agency people to be prudent and wary." While it may be tempting to repeat inflated numbers to a client, and while it may be comfortable for a firm to believe in those numbers, he says, a healthy amount of skepticism will go a long way towards bettering client relations and, ultimately, towards making the client a happier one. ■

Meryl Davids is associate editor of PRJ. *Research assistance for this article was provided by editorial intern Diane Finger.*

Cosmetics

Continued from page 29 ▶

become interested in writing stories about how to protect your skin from the sun. These factors converge with Hines's public relations program for the product, where, she says, "we are now stressing elegant and intelligent suncare."

"Consumers still want to get a little tan, so we provide information to editors that talk about how to do that safely, using Bain de Soleil products," Hines says. "We answer the media's needs the same way the products are responding to what consumers want."

Susan Duffy, now a public relations consultant who last year left her post of director of public relations for Charles of the Ritz/Yves Saint Laurent, talks about the importance of developing a strategy. "At Charles of the Ritz, we worked from a very detailed philosophy and strategy for each brand or product," she explains. "We developed a very specific plan and then implemented it, monitoring the results as we went."

This was quite a change for a company that practically invented the glitzy public relations event, epitomized by the gala to launch the fragrance Opium. But as the cosmetic industry changed, so too did Charles of the Ritz.

"Our approach to public relations became very targeted. The public relations department is now part of the marketing process," Duffy says. "For that reason, we were less likely to do an extravagant event just to make a splash. Public relations has to have an impact on the bottom line. We monitored progress on a monthly basis. Our objective was to create credibility and brand awareness at all levels."

Credibility? Brand awareness? Strategy? Segmentation? Don't worry, the glamour hasn't gone out of the cosmetics business; it is just being balanced against other concerns. "Image is not enough anymore," Hines says. "Increasingly, cosmetic public relations is being called on to stimulate sales as well as awareness. That means we have to justify our budgets, and we have to show how programs fit in with the overall marketing campaign.

"Cosmetics will always be glamourous," Hines says. "But public relations practitioners can't rely just on glamour to get results anymore." ■

Alison Davis is a partner of Davis, Hays & Co., a public relations firm specializing in consumer and cosmetic accounts, in Hackensack, NJ.

NEXT MONTH IN PUBLIC RELATIONS JOURNAL

What's Hot—Revisited

In 1985, our correspondents told us, polo, wine coolers, and Nutra-Sweet were among the nation's passions. But passions fade, and three years later there's a new crop of trends, fads, and hot products—many of which have achieved their fame and glory because of behind-the-scenes work by public relations practitioners. An updated look at the cutting edge—and how it was sharpened.

Hot—or not?

Salary Survey

PRJ's annual review—drawn from the record number of responses we received to our March survey.

MindWatch

Second installment of *PRJ*'s section featuring recent research on the psychological underpinnings of public relations. A sampling:

*Long live the sleeper effect
*Fund raising: Brother, can you spare a dime?
*Brand decisions: To know them is to love them

Briefings

Author, author!
Hometown news

Workshop

Delegating
Handling freebies

NOTE

ONLY THE FOLLOWING PAGES OF THIS

PUBLICATION HAVE BEEN FILMED

Cov. 1, pgs. 2, 4, 14, 26-30

A8770-1
6/28/88

PUBLIC RELATIONS

June 1988

WHAT'S HOT

And how it got that way

Salary Survey Results

Forecast for Better Brainstorms

How to Delegate

804510 E07740 N 1
ED KIANKA
CONGRESSIONAL INFO SVC
DEPT SRI
4520 E WEST HWY
BETHESDA MD 20814

PUBLIC RELATIONS JOURNAL

June 1988 Vol. 44 No. 6

FEATURES

20 What's Hot II

Behind many a trend, there's a public relations professional. Here's the inside scoop on what's fueled six of our latest consuming passions.

By Keith Elliot Greenberg

26 Salary Survey

Who's making what and where? Is there a fast track to the top dollars? Is the gender gap any shallower? How do salaries in other fields compare? The results of the third annual *PRJ* salary survey.

By Victor Russell

MINDWATCH

15 Group Think • The Mortal Majority • This Year's Sleeper • Does It Add Up? • Habit Forming • Brother, Can You Spare a Dime?

WORKSHOP

31 How to Delegate — *By Nancy Hicks, APR*

How to Handle Travel and Tourism Freebies — *By Julie Simon, APR*

BRIEFINGS

11 Author, Author • Communicators Talk • Armchair Politics • Name Changes • And the Beat Goes On

DEPARTMENTS

Inside Track ____ 4

Signs of the Times
Michael Winkleman

Feedback ____ 5

Minorities ____ 8

Business, Amigo? No!
¿Amigo Business? ¡Sí!
Enrique Loza

Books ____ 35

Richard Long on *Business Strategy and Public Policy* and *Managing the New Bottom Line*

People ____ 37

Literature Showcase ____ 40

Fast-Close Classified ____ 42

page 11

page 15

page 31

The *Public Relations Journal* is published by the Public Relations Society of America, 33 Irving Place, New York, NY 10003.

Cover Design: *Blake Taylor*

INSIDE TRACK

SIGNS OF THE TIMES

What generates the heat that makes a trend a trend? Which comes first, the public reaction or the public relations, the publicity or the publicist? Clearly, no rule holds. But in searching out this year's hot people, places, and things, it was axiomatic that somewhere in the chain of events that puts the chicken—or egg, whichever came first—in every pot, there was a public relations professional moving things along.

Of course, as in any journalistic endeavor, the attempt to determine place of origin sometimes fails. Take denim, for example. Our trendwatchers told us that denim had made yet another comeback. Calls to department stores elicited the history of denim trends but no sense that public relations was in the trend-making mix. Calls to designers and clothing manufacturers yielded either no response or the answer that public relations for denim was either reactive or geared to traditional denim wearers. And the word from the cotton mills—which are always, production schedule-wise, a bit out of synch with trendlines—was that denim had, in fact, been over-produced and that layoffs were the order of the day. That, of course, brings up another issue for public relations professionals—but not the one we were looking for.

Then there's Cher. The search for this year's hottest celebrity returned time and again to the hottest celebrity of a generation, the face that's launched a thousand magazine covers. This year seemed to have been Cher's banner year. But though we were *Moonstruck*, the question of whether public relations played a role had to remain *Suspect*—her publicist would not return our numerous calls, finally responding through her secretary that she wasn't interested in discussing public relations strategies.

The other difficulty in trend tracking is keeping current while maintaining monthly magazine lead time. As our article was at the typesetter, Don Regan's book hit the bookstores, and astrology was suddenly all the rage. It seemed only logical that we append this trend to our list. So we checked in with a number of astrologers to see if they could give us some pointers to pass on in this column about upcoming dates—when it would be best, or worst, to pitch a story, make a presentation to a client, get the ear of a CEO, plan an event, train a spokesperson, etc., etc. While one astrologer conceded that at certain times "the aspects would be more favorable to certain types of tasks," most said they did not "deal in lucky days."

Their horror at our suggestion made us wonder whether the increased publicity—much of it as humorous, if not cynical, as ours would have been—had been perceived by believers as negative. Had there been an attempt by the defenders of astrology at damage control, if not crisis management. Apparently, it wasn't necessary.

"It's been like being on a winning ball team," reports Robert W. Cooper, executive secretary of the Tempe, Arizona-based American Federation of Astrologers (AFA). Calls have been running "three-to-one favorable to astrology." Cooper's group—which he describes as the "lowest key" type of organization—has been, in relative terms, deluged with inquiries.

In reaction to calls, AFA sends out information packets. But the literature included tells little about astrology itself—there's plenty written about that already, Cooper says. It talks instead about AFA and its upcoming conference, on Financial Astrology, in Las Vegas next month.

—Michael Winkleman
Editor

PRSA Public Relations Society of America
33 Irving Place, New York, NY 10003
(212) 995-2230

The Public Relations Society of America (PRSA) is an individual membership professional society of 14,265 public relations practitioners. Its major services to members include programs of Professional Development and Accreditation, an Information Center, publications, tracking of issues of national concern, and promotion of ethical practice through adherence to PRSA's "Code of Professional Standards." PRSA's mission is "To serve the public need for understanding and cooperation among its diverse interests by fostering high professional and ethical standards for all those practicing public relations."

Officers of the Public Relations Society of America: **Dwayne Summar**, APR, president; **John L. Paluszek**, APR, president-elect; **Isobel Parke**, APR, secretary; **E. Zoe McCathrin**, APR, treasurer; **Elizabeth Ann Kovacs**, CAE, executive vice president.

PUBLIC RELATIONS JOURNAL

Editor
Publications Director
MICHAEL WINKLEMAN

Managing Editor
Production Manager
JOANNE MAIO

Senior Editor
CELIA KUPERSZMID LEHRMAN

Associate Editor
MERYL DAVIDS

Art Director
BLAKE TAYLOR

Advertising Director
ZOE DICTROW

Advertising Coordinator
JOSEPH WHITFIELD

Editorial Interns
DIANE FINGER
MARTHA GUEVARA

Subscriptions
MICHAEL CHU
(212) 995-2230

ABC

The **Public Relations Journal** (ISSN 0033-3670) is published monthly, except semi-monthly in June, by the Public Relations Society of America, 33 Irving Place, New York, NY 10003. The second issue in June is the **Register** issue. Of the amount of dues paid by members of the Society, $16.00 is for a year's subscription to the **Journal**. Nonmember domestic subscription rates: $36.00 a year; $68.00 for two years; $102.00 for three years. Canada and all other foreign countries please add $2.00 to one-year rate; $4.00 to two-year rate; and $6.00 to three-year rate. Subscriptions must be paid in U.S. funds with check drawn on a U.S. bank. Single copies $3.00 each. Second-class postage paid at New York, NY, and at additional mailing offices. **Postmaster**: Send address changes to the **Public Relations Journal**, 33 Irving Place, New York, NY 10003.
Members of the Canadian Public Relations Society receive the **Public Relations Journal** as a benefit of membership.

©Copyright 1988 by **Public Relations Society of America.**

Editorial offices: 33 Irving Place, New York, NY 10003, (212) 995-2230.

Advertising offices: 33 Irving Place, New York, NY 10003
Display Advertising: (212) 995-5708
Classified Advertising: (212) 995-2266

BRIEFINGS

steady increase in the number of callers, positive letters, and favorable on-the-air comments as reasons for an increase in OPEN/net programming in February of this year—it's now on twice a week. In addition, "State to State," an OPEN/net program that features government officials from several states discussing how their locales are dealing with issues such as toxic waste disposal, is now being carried nationally by the Learning Channel, a private, national cable TV network specializing in educational and public affairs programming. The state of North Carolina is credited at the beginning and end of each broadcast.

Because of this national exposure, as well as a number of prestigious awards, OPEN/net is becoming a model for public affairs cable networks across the country. According to Wing, state government officials and telecommunications executives from New Jersey, California, and Washington, among others, have called and met with APT officials.

Officials who have not considered the benefits of this type of network are being exhorted to do so. Pat Murphy, publisher of the *Arizona Republic*, in a March 20, 1988, column called on Arizona's legislators and agency officials to follow OPEN/net's example by "creating a broadcast town hall which all Arizonans could 'attend' in their living rooms, and in which they could participate by telephoning government officials who submit themselves to taxpayer questions."

Ben Kittner, APR

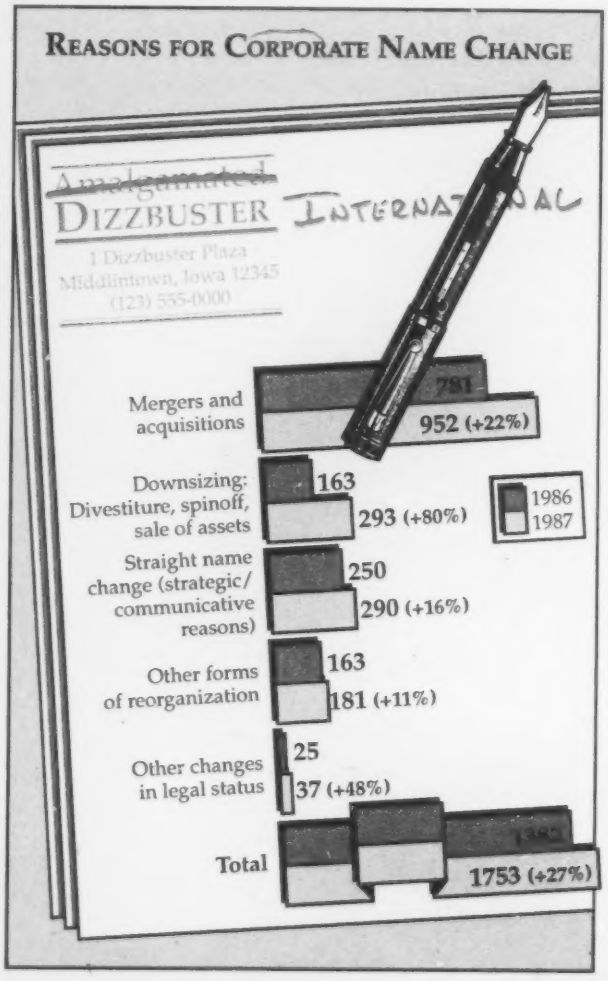
Ben Kittner, APR, is director of development and planning for the North Carolina Agency for Public Telecommunications in Raleigh.

Name Changes—And the Beat Goes On

IT seems that nothing—not even a stock market crash—can stop or impede Corporate America's propensity to change its names. A record high of 1,753 corporations changed their names in 1987, a 27 percent increase from 1,382 in 1986, according to a study done by identity consultants Anspach Grossman Portugal. And name changes during the first quarter of 1988, according to Ken Love, a principal in the firm, are keeping pace with 1987 numbers. He believes that the total amount of name changes in 1988 will probably be about the same or slightly larger than last year.

More than half (54 percent) of corporate name changes in 1987, the survey found, came about because of mergers or acquisitions; 17 percent are due to downsizings; and 10 percent because of other forms of reorganization. The biggest jump since 1986 was in the percentage of name changes attributed to downsizing (divestitures, spin-offs, leveraged buyouts, and sales of assets), according to the survey. Downsizing-related name changes were up 80 percent in 1987 over the name changes associated with downsizings in 1986. According to Joel Portugal, another principal in the firm, "At 17 percent of the total, downsizing is an increasingly significant part of the name-change story. It represents growth of the corporate universe, which goes hand-in-hand with more tightly focused, targeted corporate strategies . . . and identities."

The number of name changes in 1988 is keeping pace with 1987 figures, says Love.



Although only 17 percent of name changes were made for "strategic, communicative reasons," this is a 16 percent increase in this type of name change.

Another major reason there have been so many name changes, according to the survey, is the consolidation of the banking industry. FDIC/FSLIC-assisted mergers of banks and thrift institutions accounted for 33 percent of the corporate name changes in the acquisition/merger category.

Other industry groups with high numbers of name changes in 1987 include healthcare and transportation—both had a 59 percent increase over name changes in their fields in 1986. The communications industry also had a strong increase, 42 percent, which the survey attributed to an ongoing consolidation of cable TV companies.

Martha Guevara

Martha Guevara is an editorial intern at PRJ.

Editor's note: The survey from which the following results were drawn was conducted as an insert poll in the March 1988 issue of *PRJ*. Respondents were self-selected readers who chose to fill in the survey and mail it back. The results are not necessarily representative of the universe of public relations professionals but offer insights into trends in the field and, in many cases, correlate well with data drawn from other studies.

SALARY SURVEY

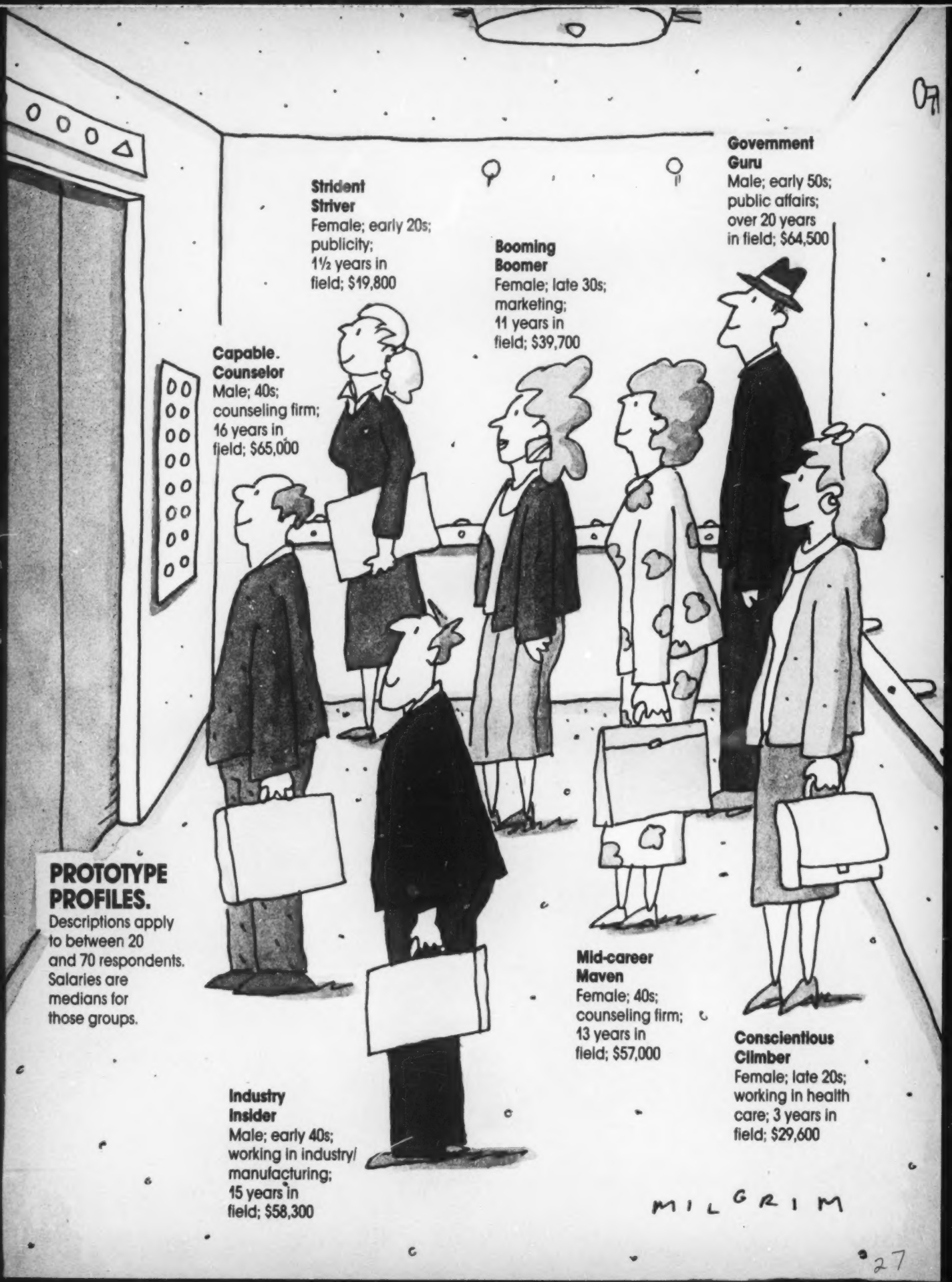
$ALARYWISE, experience counts. That seems to be the watchword of *PRJ*'s third annual salary survey. Though age, title, area of specialization, size of firm or department, type of company, geographic location, and gender each play a role in determining base salaries, what seems to make the critical difference for our respondents in determining salary level is how long they've been working in this field.

Though this seems to imply that there is no fast track, that you've got to do your time to reap financial rewards, the survey results do show that careful career planning—paying attention to which specialties, industries, types and sizes of firms, and regions of the country pay the best—can point you to, if not the road of riches, then at least the path to maximum earnings.

In general, according to the 1,235 practitioners who responded to the *PRJ* survey, the highest-paying specialty areas in public relations are: investor relations (median salary is $51,200; 59 percent of IR practitioner

Illustration by David Milgrim

By Victor Russell


Strident Striver
Female; early 20s; publicity; 1½ years in field; $19,800
Booming Boomer
Female; late 30s; marketing; 11 years in field; $39,700
Government Guru
Male; early 50s; public affairs; over 20 years in field; $64,500
Capable Counselor
Male; 40s; counseling firm; 16 years in field; $65,000
PROTOTYPE PROFILES.
Descriptions apply to between 20 and 70 respondents. Salaries are medians for those groups.
Mid-career Maven
Female; 40s; counseling firm; 13 years in field; $57,000
Conscientious Climber
Female; late 20s; working in health care; 3 years in field; $29,600
Industry Insider
Male; early 40s; working in industry/ manufacturing; 15 years in field; $58,300
MILGRIM

respondents earn over $45,000); issues management ($48,900; 57 percent earn over $45,000); public affairs ($43,900; 47 percent earn over $45,000); and corporate communications ($43,300; 47 percent earn over $45,000). Considerably lower paying are special events ($38,200; 63 percent earn under $45,000); community relations ($38,200; 63 percent earn under $45,000), and publicity ($37,100; 65 percent earn under $45,000). (For more details, see the chart on page 30.)

Corporate public relations remains higher paying than counseling, and both are considerably better paying than either governmental institutions or associations. Sixty-seven percent of responding practitioners at industrial and manufacturing firms earn more than $45,000, as do 55 percent of practitioners at utility companies.

Respondents at counseling firms report that 50 percent earn more than $45,000. In contrast, 25 percent of respondents at associations and foundations, 21 percent at health care institutions, 34 percent in government, and 31 percent in education earn more than $45,000.

An additional determi appears to be the size o respondent's firm or department (as measured by the number of public relations professionals on staff). The larger the firm or department, the higher the pay. Sixty-four percent of respondents in firms or departments with 25 or more professionals earn over $45,000, compared with 57 percent in firms or departments with 10 to 24 professionals, 47 percent in firms or departments with 5 to 9, and 30 percent in firms or departments with 1 to 4.

Title is, of course, a determinant of salary (see the charts on page 29, but note that titles have been combined in order to provide more reliable sample sizes)—the more senior the title, the higher the salary. However, titles can be misleading. The median salary level for vice presidents in counseling firms, for example, is $51,400. But this is 27 percent, or $18,000, less than the median salary of $69,500 earned by vice presidents in other organizations. It is not clear whether this is indicative of real differences in pay scales for senior personnel in different types of companies or if it is simply a manifestation of "title inflation" in counseling firms.

Geography, too, seems to hold some weight. Forty-nine percent of respondents in the western states earned over $45,000, as did 44 percent of respondents in the Northeast and 39 percent of respondents in the Southwest. However, 50 percent of respondents in the Mid-

BALANCE SHEET

Other data emerging from the *PRJ* Salary Survey reveal that among respondents:

- 60 percent did not receive a bonus last year.
- 51 percent did not know their firm's or department's annual billings or budget.
- 75 percent work in firms or departments with fewer than 10 practitioners.
- 26 percent are accredited.

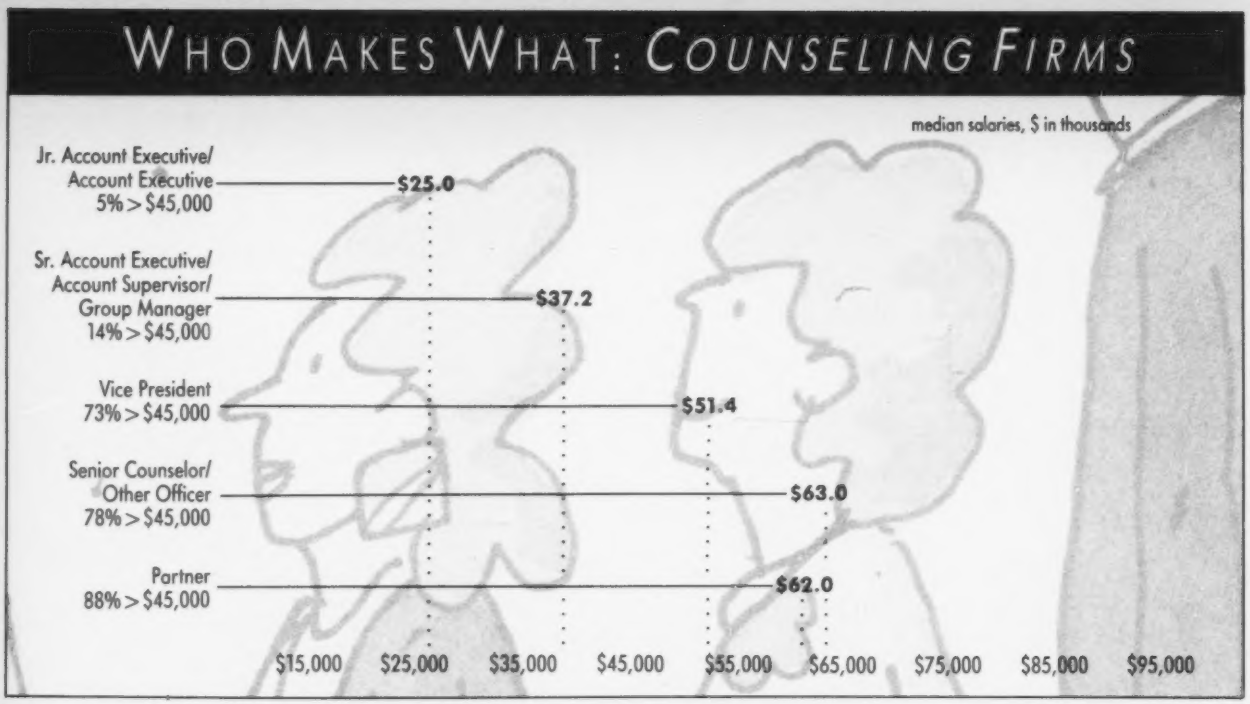
According to the Bureau of Labor Statistics, the gender gap may be more significant in public relations than in other fields. Its surveys show that:

- Female public relations specialists earn 58 percent of what their male counterparts earn.
- Female managers in public relations, marketing, and advertising earn 63 percent of what their male counterparts earn.
- Female physicians earn 79 percent of what male physicians earn.
- Female lawyers earn 76 percent of what male lawyers earn.
- Female reporters and editors earn 74 percent of what their male counterparts earn.
- Female accountants earn 70 percent of what male accountants earn.

WHO'S WHO, WHAT, & WHERE

Demographics of Respondents

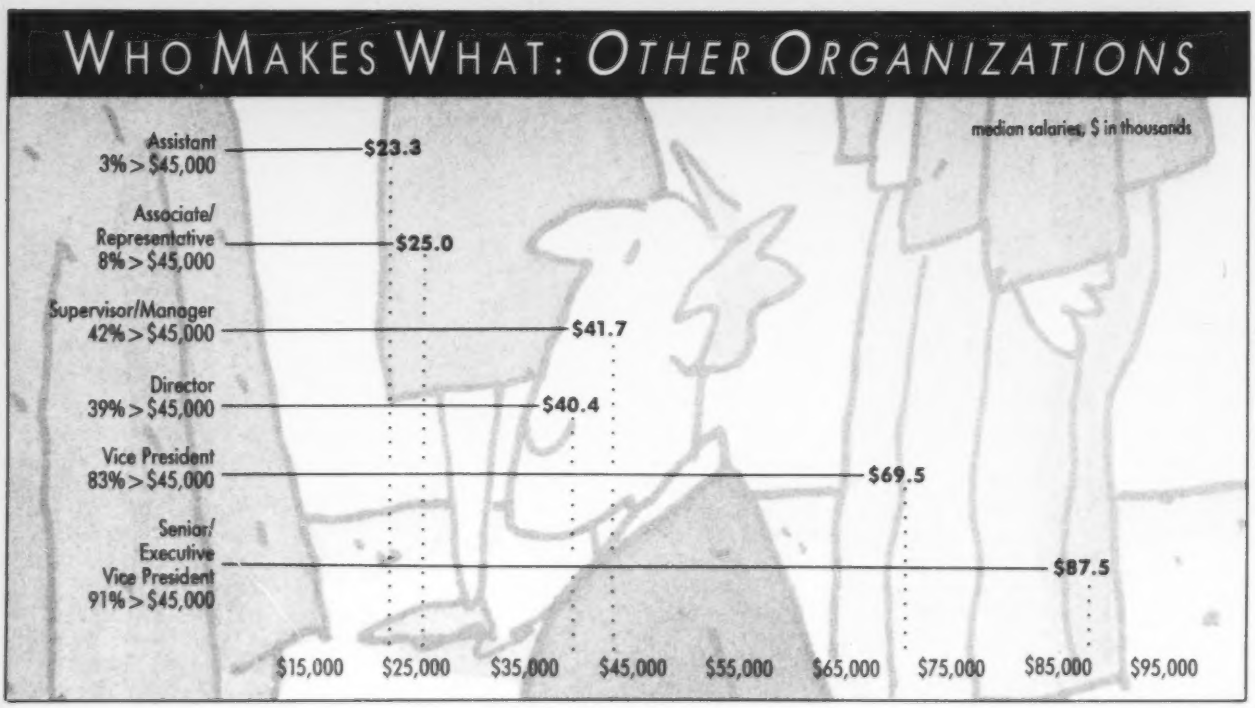
	%
Gender	
Male	47
Female	51
No answer	2
Age	
under 25	8
25–34	36
35–44	29
45–54	16
55+	11
Years in Field	
less than 1	3
1–4	23
5–9	26
10–14	18
15–19	12
20+	17
Region	
Northeast	25
South	20
Southwest	8
Northwest	27
West	14
Canada	2
Activity of Organization	
Counseling Firm	17
Industrial, Manufacturing	11
Health Care	9
Financial, Insurance	9
Association, Foundation	8
Government	7
Utility	6
Education	6
Media	3
Religious, Charitable	3
Other	22
Specialty	
(Respondents could check as many as applied)	
Media Relations	80
Publicity	72
Special Events	71
Community Relations	59
Corporate Communications	58
Marketing	54
Public Affairs	47
Employee Relations	42
Advertising	41
Issues Management	37
Investor Relations	14

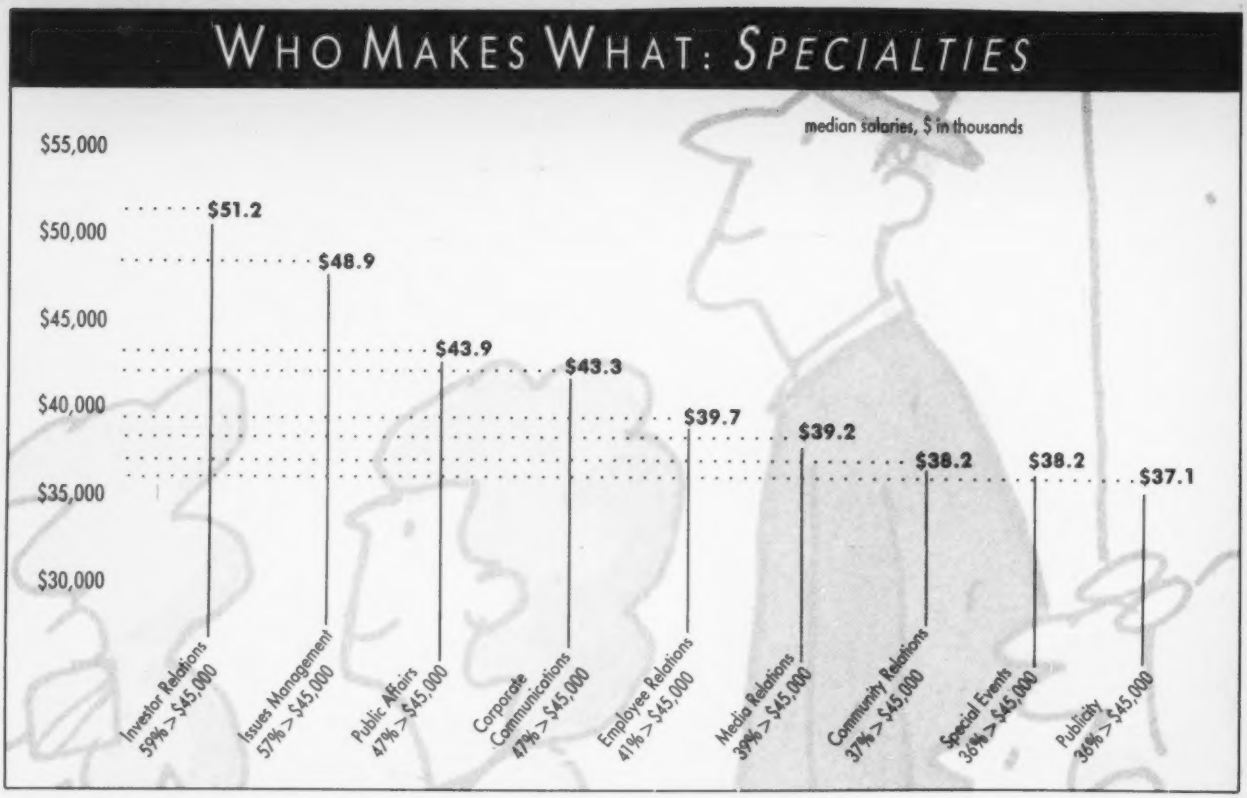

WHO MAKES WHAT: COUNSELING FIRMS
median salaries, $ in thousands
Jr. Account Executive/ Account Executive 5% > $45,000
$25.0
Sr. Account Executive/ Account Supervisor/ Group Manager 14% > $45,000
$37.2
Vice President 73% > $45,000
$51.4
Senior Counselor/ Other Officer 78% > $45,000
$63.0
Partner 88% > $45,000
$62.0
$15,000 $25,000 $35,000 $45,000 $55,000 $65,000 $75,000 $85,000 $95,000

west reported salaries under $35,000, as did 48 percent of respondents in the South.

But underlying all of this seems to be experience. While 52 percent of practitioners with less than 5 years' experience earn between $15,000 and $24,999, and another 29 percent between $25,000 and $34,999, 39 percent of practitioners with 5 to 9 years' experience earn between $25,000 and $34,999 and 27 percent earn between $35,000 and $44,999. And while 22 percent of practitioners with 5 to 9 years' experience earn over $45,000, 46 percent of practitioners with 10 to 14 years of experience earn over $45,000, as do 79 percent of those with 15 to 19 years of experience and 83 percent of those in the field for over 20 years. In general, it appears that for every year of experience, salaries seem to increase by about $2,000.

Median salaries for public relations professionals have increased by an average of 5.7 percent since 1987's survey (the vast difference in the number of respondents—328 in 1987 and 1,235 in 1988—should, however, be considered in evaluating this increase), bringing the median





salary this year to $39,100. Respondents report a median salary increase of 7 percent over last year.

Still clearly evident is a significant gap between median male and female salaries—$50,300 compared to $32,900, respectively. However, as in previous years, much of this appears to be attributable to a number of other variables. According to an analysis of the respondents, women are generally younger (median age 32, with 74 percent under 40), have been in the field for fewer years (median number of years is 5.9, with only 13 percent in for more than 15 years), work in smaller departments or firms (64 percent are in firms or departments with fewer than five professionals), have more junior titles (40 percent are in entry- or junior-level positions), and tend to work in such lower-paying arenas as health care institutions (13 percent of women compared to 6 percent of men), specializing in such lower-paying areas as community relations (63 percent of women compared to 55 percent of men), special events (77 percent of women compared to 66 percent of men), and publicity (77 percent of women compared to 69 percent of men).

In contrast, male respondents are generally older (median age is 41, with 57 percent over age 40), have been in the field for a greater number of years (median number is 12.6, with 45 percent in the field for more than 15 years), work in larger departments or firms (57 percent report fewer than 5 professionals), have more senior titles (only 13 percent are in entry- or junior-level positions), and tend to be found in such higher-paying specialities as investor relations (18 percent of men compared to 9 percent of women), issues management (42 percent of men compared to 32 percent of women), and corporate communications (63 percent of men compared to 53 percent of women). Men are also more likely to be found in such higher-paying arenas as industry and manufacturing (15 percent of men; 7 percent of women).

Nonetheless, a regression analysis, stripping away all variables besides gender, indicates that regardless of all the factors that both influence and seem to explain the considerable differences between male and female salaries, a significant gender gap does continue to exist.

How do salaries of public relations professionals compare to those of professionals in other fields? Sixty-five percent of respondents think they are lower. That perception, in reality, appears to be both true and false.

According to the Bureau of Labor Statistics, editors and reporters have a median salary of $23,452, 40 percent lower than the median salary *PRJ*'s survey of practitioners found, and 38.3 percent lower than the salary BLS reports for marketing, advertising, and public relations managers ($38,012). BLS reports median salaries of $36,296 for lawyers and $42,328 for doctors.

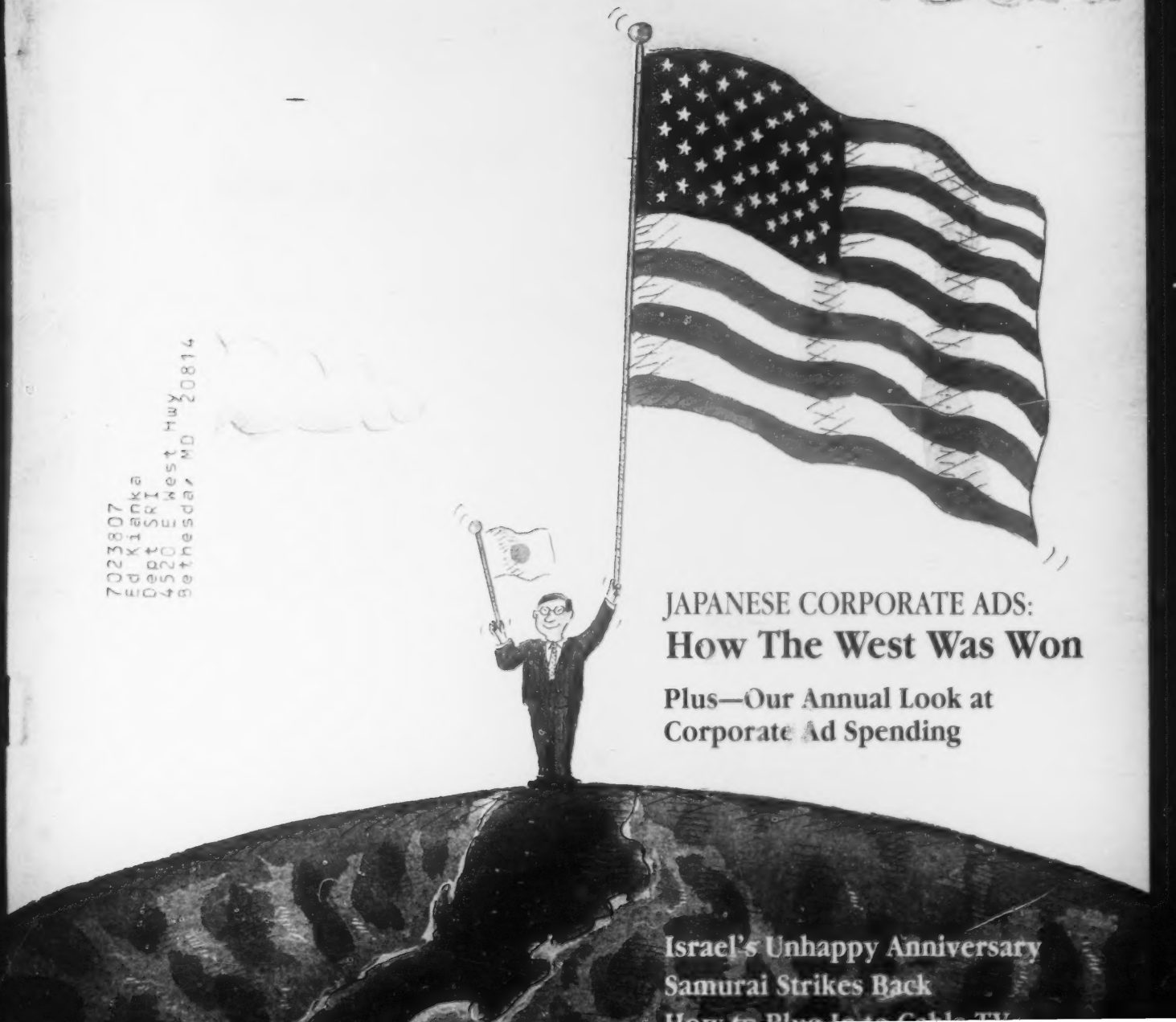
A recent *Adweek* poll shows median salaries for corporate marketing department employees of $54,800 and for advertising agency employees of $60,700, compared to $37,800 for the public relations professionals who answered *Adweek*'s survey. Broken down to title level, *Adweek* found that advertising account managers earn a median salary of $41,900. *PRJ* survey respondents who work in public relations firms and carry either senior account executive, account supervisor, or group manager as their title report a median salary of $37,200. And *Adweek*'s survey reported median salaries of $75,000, $69,700, and $59,400 respectively for vice presidents in the creative, account management, and media departments, while *PRJ* reports salaries of $69,500 and $51,400 respectively for vice presidents in corporate and counseling organizations. ■

Victor Russell is senior vice president of Research & Forecasts in New York City, which tabulated the data for PRJ.

A8270-
91.4188

PUBLIC RELATIONS JOURNAL

September 1988



7023807
Ed Klenka
Dept SRI
4520 E West Hwy
Bethesda, MD 20814

JAPANESE CORPORATE ADS:

How The West Was Won

Plus—Our Annual Look at Corporate Ad Spending

Israel's Unhappy Anniversary

Samurai Strikes Back

How to Plug In to Cable TV

PUBLIC RELATIONS JOURNAL

September 1988 Vol. 44 No. 9

page 36

FEATURES

24 Top Heavy: The 17th Annual Review of Corporate Advertising Expenditures

Spending continues to reach new heights, as the big players pour more into their corporate-ad tills. *By Amy J. Barnes*

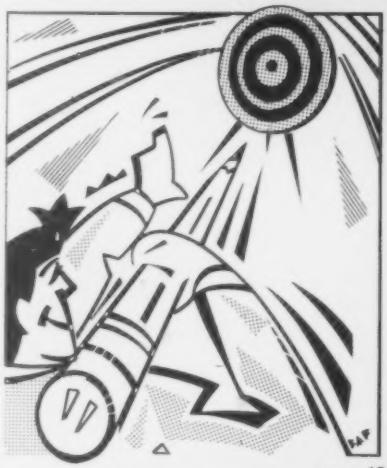
36 A Stone's Throw

When the Israeli government planned its 40th anniversary celebration in the U.S. last year, it hoped to display its cultural wares and democratic ways to cheering, supportive crowds. But the birthday bash got off to a rocky start when stone-throwing Palestinians sent Israel's image plummeting. How did the planners respond? And, now that the party's almost over, what can Israel do to improve its popularity? *By Walter Ruby*

PORTFOLIO

32 We Are the World

Japanese corporate ads are wrapping themselves in the American flag as they try to convince Westerners that it's a small world after all. Plus: a portfolio of other recent ads. *By William Weathersby, Jr.*



page 43

WORKSHOP

43 How to Plug in to Cable TV *By Lloyd P. Trufelman, APR*

How to Write Corporate Ads *By Jan Lewis*

BRIEFINGS

19 Samurai Strikes Back • Fall Preview • Star Search

DEPARTMENTS

Feedback ____ 4

Technology Update ____ 14
PageMaker: The Next Generation
Walter L. Sorg and Jack Pyle, APR

People ____ 47

PRSA Members Newly Accredited ____ 49

Literature Showcase ____ 53

Fast-Close Classified ____ 56

page 19

The *Public Relations Journal* is published by the Public Relations Society of America, 33 Irving Place, New York, NY 10003.

Cover Illustration: *Paul Meisel*

FEEDBACK

Video vérités

If practitioners are singing the "video news blues" as you suggest in "Now You See Them . . . " (May, page 14) it's probably because they have written the tune themselves.

Monitoring and usage measurements are far from perfect, for either print or broadcast. I have no doubt that there are some producers and VNR distributors who use less-than-reliable methods of reporting. However, my experience has been these folks are doing the best they can with what we give them and ask them to produce.

A successful VNR must be part of an integrated publicity plan; have some news value; be shot, written, and edited like a television news story; and meet certain technical standards.

Since 1963, the Roper Organization has found that the majority of the American public gets its news from television. Despite that, most public relations practitioners are still print oriented and refuse to learn about the technology or opportunities the video medium offers.

John Brace
Adjunct Professor, Corporate Public Relations
Medill School of Journalism
Northwestern University
Chicago, IL

Your recent article on the scandal surrounding video-news-release reporting was welcome and long overdue. It has many public relations professionals questioning the value of the VNR. However, these professionals should also be asking themselves another question. How could so much chicanery be going on in the first place? The answer, we believe, is simple: uneducated consumers.

For every one VNR company that spends thousands of dollars and hundreds of hours developing and improving its VNR production, distribution, and follow-up capability, there are five charlatans with no knowledge of the public relations business or of what it takes to convey a message to target audiences. Public relations professionals who have not learned how the broadcast media think and work are the fair game of these impostors. As the Romans used to say, caveat emptor.

Kevin E. Foley
President
KEF Media Associates
Chicago, IL

The article by Meryl Davids on VNR distribution was an especially informative look at one of public relations's important tools.

We have experimented with several forms of VNR distribution, including using companies that distribute by satellite and hard copy, as well as trying in-house duplication and distribution. Every tape has had a different rate of pick-up and interest from stations. We have believed for quite a while that no one service can claim to have an "in" or "guaranteed" placement capability. Ms. Davids's comments have reinforced that idea. And her chart of distribution companies is a much-needed and long-overdue report on the state of the VNR industry today.

Joseph A.M. Ricci
Broadcast Supervisor
D-A-Y Public Relations
New York, NY

Your article paints a pretty bleak picture of a television technique that is very effective when it is done right. But it takes people who know how to produce a VNR on any topic—not just a big, easy story. And it takes people who know that placement isn't magic or hit or miss but hard work.

Daniel G. Johnson
President
DWJ Associates
New York, NY

PRSA Public Relations Society of America
33 Irving Place, New York, NY 10003
(212) 995-2230

The Public Relations Society of America (PRSA) is an individual membership professional society of 14,265 public relations practitioners. Its major services to members include programs of Professional Development and Accreditation, an Information Center, publications, tracking of issues of national concern, and promotion of ethical practice through adherence to PRSA's "Code of Professional Standards." PRSA's mission is "To serve the public need for understanding and cooperation among its diverse interests by fostering high professional and ethical standards for all those practicing public relations."

Officers of the Public Relations Society of America: **Dwayne Summar**, APR, president; **John L. Paluszek**, APR, president-elect; **Isobel Parke**, APR, secretary; **E. Zoe McCathrin**, APR, treasurer; **Elizabeth Ann Kovacs**, CAE, executive vice president.

PUBLIC RELATIONS JOURNAL

Production Director
JOANNE MAIO

Executive Editor
MERYL DAVIDS

Senior Editor
CELIA KUPERSZMID LEHRMAN

Art Director
SUSAN YIP

Associate Publisher, Advertising
ZOE DICTROW

Advertising Coordinator
JOSEPH WHITFIELD

Special Projects
SCOTT TORO

Editorial Interns
AMY J. BARNES
MAUREEN McGEE

Subscriptions
MICHAEL CHU
(212) 995-2230

ABC

The **Public Relations Journal** (ISSN 0033-3670) is published monthly, except semi-monthly in June, by the Public Relations Society of America, 33 Irving Place, New York, NY 10003. The second issue in June is the **Register** issue. Of the amount of dues paid by members of the Society, $16.00 is for a year's subscription to the **Journal**. Nonmember domestic subscription rates: $36.00 a year; $68.00 for two years; $102.00 for three years. Canada and all other foreign countries please add $2.00 to one-year rate; $4.00 to two-year rate; and $6.00 to three-year rate. Subscriptions must be paid in U.S. funds with check drawn on a U.S. bank. Single copies $3.00 each. Second-class postage paid at New York, NY, and at additional mailing offices. **Postmaster:** Send address changes to the **Public Relations Journal**, 33 Irving Place, New York, NY 10003.
Members of the Canadian Public Relations Society receive the **Public Relations Journal** as a benefit of membership.

©Copyright 1988 by **Public Relations Society of America.**

Editorial offices: 33 Irving Place, New York, NY 10003, (212) 995-2230.

Advertising offices: 33 Irving Place, New York, NY 10003
Display Advertising: (212) 995-5708
Classified Advertising: (212) 995-2266

TOP HEAVY

by AMY J. BARNES

THE 17TH ANNUAL REVIEW OF CORPORATE ADVERTISING EXPENDITURES

CORPORATE advertisers went on a spending spree in 1987. Total expenditures by corporations jumped 21.2 percent, to $941 million from $776 million, in six monitored media categories, according to a report conducted by Leading National Advertisers (LNA).

Network television saw the biggest increase, 51.5 percent—to $373 million, from $246 million the year before. Spending on spot TV, cable TV, and radio also increased sharply, while that for consumer magazines, newspaper supplements, and outdoor advertising (billboards) inched ahead (see Table 1).

According to several corporate-advertising watchers, however, most of the increase can be traced to spending surges by the largest players.

Giant corporations such as AT&T and IBM spend the bulk of the total corporate-advertising money, says Dick Severance, executive vice president of the Television Bureau of Advertising—a marketing-trade association for the TV industry—so shifts in their spending can have a great impact on the overall trends. In fact, LNA reports a 35.6 percent increase in total spending by the top-10 corporations alone (see Table 2), to $344 million from $253 million.

The roster on this top-10 corporate-advertiser list has remained relatively unchanged since 1986, with large corporations such as AT&T, Dow Chemical, Prudential Insurance, and IBM returning from last year. Newcomers to the list include Chrysler, General Electric, and Sears Roebuck (see Table 2).

Corporate-ad spending by Prudential—number five on the corporation chart, according to LNA—exemplifies the trend of the largest ad spenders upping their ante. The company doubled its corporate-advertising expenditures in 1987 over the previous year, contributing a whopping $30 million to the corporate ad totals. Most of that money went to network television, where its spending jumped by nearly $10 million from the year before. While a new ad campaign was not launched last year (the typical reason for a large spending increase), according to Connie Sartain, Prudential's vice president of public affairs, two new TV commercials did evolve from the earlier campaign.

These high-tech commercials, featuring computer-generated animation to depict the Prudential rock floating through a canyon or sitting in a "surrealistic dreamscape," sport the theme lines "Soar beyond Your Expectations," and "If You Can Dream It, You Can Do It," says Gabrielle Shanin, Prudential's director of advertising.

Like recent campaigns of other large insurance companies, Prudential's is intended to reach beyond investors to consumers, to let them know that the company sells a wide range of financial services in addition to insurance, Sartain says. "The inspirational 30-second spots also try to instill confidence in consumers that Prudential can help them achieve their financial security," Shanin adds.

For purposes of the survey, corporate advertising is broadly defined as any advertising promoting the corporation, rather than a specific product. It also includes issues advertising. The 1987 corporate-advertising survey tracks corporate-advertising expenditures in consumer magazines; in newspaper supplements (*Parade, USA Weekend,* and the Sunday magazine supplements in the *Los Angeles Times* and the *New York Times*); on network, spot, and cable television; on radio; and outdoor. The review of corporate-advertising spending is published annually in *PRJ*. It

Illustrations by Patricia V.W. Johanssen

TABLE 1: CORPORATE ADVERTISING EXPENDITURES, 1983–1987

Corporation Advertising (in $ thousands)

	Consumer Magazines	Newspaper Supplements	Network Television	Spot Television	Radio	Outdoor	SIX-MEDIA TOTALS	Cable TV Networks*
1983	219,512.7	4,205.5	197,267.9	25,201.6	9,661.0	843.0	**456,700.7**	*
1984	296,309.9	9,465.4	366,591.8	97,080.0	10,318.9	3,219.0	**782,985.0**	*
Percent change	34.9%	125.0%	85.8%	285.2%	6.8%	281.8%	**69.2%**	
1985	323,323.4	10,498.9	259,148.8	103,820.2	13,450.9	4,455.4	**714,697.6**	11,315.9
Percent change	9.1%	10.9%	(29.3%)	6.9%	30.4%	38.4%	**(8.7%)**	N/A
1986	343,693.3	11,924.5	246,029.1	141,065.8	25,262.1	8,022.8	**775,997.6**	9,794.0
Percent change	6.3%	13.6%	(5.1%)	35.9%	87.8%	80.1%	**8.6%**	(13.4%)
1987	356,978.4	12,021.9	372,852.2	162,873.4	27,890.4	8,161.1	**940,777.4**	10,766.6
Percent change	3.9%	0.8%	51.5%	15.5%	10.4%	1.7%	**21.2%**	9.9%

Association Advertising (in $ thousands)

	Consumer Magazines	Newspaper Supplements	Network Television	Spot Television	Radio	Outdoor	SIX-MEDIA TOTALS	Cable TV Networks*
1983	46,059.4	3,569.3	70,001.7	202,838.6	8,968.7	9,600.5	**341,038.2**	*
1984	53,260.9	2,301.4	75,512.5	287,986.5	11,504.9	4,602.7	**435,168.5**	*
Percent change	15.6%	(35.5%)	7.9%	42.0%	28.3%	(52.0%)	**27.6%**	
1985	69,351.6	5,597.2	103,073.0	393,858.2	15,717.9	7,009.7	**594,607.6**	3,171.7
Percent change	30.2%	143.2%	36.5%	36.8%	36.6%	52.2%	**36.6%**	N/A
1986	79,732.8	5,864.7	147,625.2	571,025.9	19,703.5	8,053.2	**832,005.3**	6,180.3
Percent change	15.0%	4.8%	43.2%	45.0%	25.4%	14.9%	**40.0%**	94.9%
1987	85,519.8	3,614.4	156,625.3	722,633.3	15,519.4	7,387.5	**991,299.7**	9,712.8
Percent change	7.3%	(38.4%)	6.1%	26.6%	(21.2%)	(8.3%)	**19.1%**	57.2%

Source: BAR/LNA Corporate and Association Report as compiled by Leading National Advertisers

*1985 = first year measured

The increase can largely be traced to spending surges by the biggest players.

reflects figures compiled by LNA and Broadcast Advertisers Reports (BAR), which monitor and categorize advertising after the ads have run.

In addition to the LNA study, corporate-advertising spending was also found to have increased in a separate study conducted by the Association of National Advertisers (ANA) with 193 responding members—who rank among the largest general advertisers in the package-goods, service, and consumer-product industries. This study, conducted in April 1988 and measuring planned 1988 campaign spending, found that total spending for corporate ads by ANA respondents increased 11 percent, to $501 million in 1988 from $452 million in 1987.

The total number of companies conducting corporate ad campaigns, however, did drop slightly, according to the ANA study, to 50.8 percent in 1988, from 55.9 percent in 1987. Several respondents attributed this decline to a "wait-and-see" attitude by corporations that were daunted by October's stock market crash. "The ANA study was conducted during the spring when economic conditions were very much in doubt following the stock-market crash and top management was concerned how it would affect the economy," says corporate-advertising consultant Tom Garbett, who prepared the ANA report.

One of the most interesting findings of the ANA is a reported shift in the target audience for corporate ads. The business and financial communities, the most common target for corporate-ad campaigns, had to share the limelight in this year's survey with the "upscale" audience (this group is now sought by 63.1 percent, compared with 38.9 percent for the business community and 33.7 percent for the financial community).

"Corporate advertisers are becoming more and more focused in the delivery of their messages and are more directed to an 'upscale' target," says Edward MacEwen, chairman of the ANA corporate communications committee and vice president of corporate communications at GTE. Advertisers are homing in on their targets more than ever before to meet the intense pressure exerted by stockholders and corporate executives for bottom-line returns on their advertising dollars, MacEwen adds. But corporations have not abandoned business and financial communities, Garbett emphasizes. Rather, they are now able to encompass a broader audience, as a result of beefing up their advertising budgets to increase sales.

Perhaps it is because many corporate advertisers are going after a more consumer-oriented audience that network television spending increased so markedly in 1987. Fred Poppe, president emeritus of Poppe Typson (a firm specializing in business-to-business advertising) and longtime corporate advertising observer, offers an additional reason. Larger consumer agencies are now directing corporate-ad campaigns, Poppe notes, because many smaller business-to-business shops have been gobbled up by their bigger brothers. The primary medium of these larger firms has traditionally been network television (since their accounts are mostly package goods), he observes, so it's only natural that they would turn to TV for their corporate-ad campaigns as well.

Corporations are also continuing the trend begun a few years ago toward harder-hitting, more sales-oriented corporate ads (see "Tough Stuff," September 1987, page 28). "Today, as more and more CEOs come under the gun from their stockholders, they increasingly want more bang for their buck," Poppe says. In the never-ending process of paring expenses, the advertising and promotion budgets are the first targets of CEO scrutiny. As a result, he says, CEOs have become more involved than ever in campaign planning with a heavy emphasis on quick paybacks.

In the past if a corporate campaign increased awareness of the corporation's name by 15 to 20 percent that was enough, Poppe says. "But today's CEOs are mercenaries who want direct returns at the cash register," he adds. "An awful lot of companies have had great names and have gone bankrupt." Garbett agrees, noting that throughout the eighties, as corporations have become increasingly competitive, they have more acutely emphasized bottom-line returns.

Associations, too, seem to be looking for bottom-line bangs for their corporate-ad bucks. Like last year's listing of association top-10

WALL STREET JOURNAL

Top 10 Spenders/Corporations

	1987 Dollars
1. Drexel Burnham Lambert	$5,608,357
2. Merrill Lynch	4,224,967
3. Chase Manhattan	3,264,024
4. Morgan JP	2,978,119
5. Citicorp	2,864,848
6. Texas Instruments	2,574,153
7. American Express	2,459,514
8. Goldman Sachs	2,392,088
9. General Electric	2,320,605
10. Xerox	2,180,434

Source: BAR/LNA Corporate and Association Report and the *Wall Street Journal* data compiled by LNA.

TABLE 2: TOP 10 LEADERS IN CORPORATE ADVERTISING SPENDING: CORPORATIONS January–December 1987 (ranked by total media dollars in $ thousands)

	7-MEDIA TOTAL	Magazines	Newspaper Supplements	Network Television	Spot Television	Network Radio	Outdoor	Cable TV Networks
AT&T Co.	$83,046.4	$22,178.0	$365.2	$48,914.8	$6,783.3	$3,400.7	$2.4	$1,402.0
Ford Motor Co.	41,648.9	15,809.2	35.4	17,248.6	516.0	7,744.3	136.7	158.7
IBM Corp.	41,526.1	9,774.2	858.2	29,407.3	817.2	551.8	8.9	108.5
Dow Chemical Co.	30,840.3	6,632.3	296.6	17,695.7	1,394.5	4,623.9	31.6	165.7
Prudential Insurance Co. of America	29,693.6	7,669.2	3,319.8	18,244.3	351.6	—	62.0	46.7
Chrysler Corp.	28,925.6	10,510.8	521.2	16,638.4	53.4	1,000.8	23.0	178.0
General Motors Corp.	28,330.4	17,282.9	130.3	7,721.3	2,044.2	537.2	323.4	291.1
US Sprint Communications Co.	21,561.9	11.4	—	17,119.2	4,097.6	—	—	333.7
General Electric Co.	19,881.1	1,170.5	—	17,727.3	891.6	60.0	31.3	0.4
Sears Roebuck & Co.	18,140.7	725.6	—	12,382.9	2,023.9	2,723.0	2.4	282.9
TOP 10 TOTAL	$343,595.0	$91,764.1	$5,526.7	$203,099.8	$18,973.3	$20,641.7	$621.7	$2,967.7

TABLE 3: TOP 10 LEADERS IN CORPORATE ADVERTISING SPENDING: ASSOCIATIONS January–December 1987 (ranked by total media dollars, in $ thousands)

	7-MEDIA TOTAL	Magazines	Newspaper Supplements	Network Television	Spot Television	Network Radio	Outdoor	Cable TV Networks
GM Corp. Dirs. Assn.	$156,769.0	$70.3	—	—	$156,635.6	$7.4	$55.7	—
American Dairy Assn.	92,827.2	454.9	—	76,699.1	12,892.6	—	700.8	2,079.8
Ford Auto Dirs. Assn.	92,698.1	—	—	37.9	90,971.2	—	1,689.0	—
Nissan Auto Dirs. Assn.	51,294.2	—	—	—	51,290.2	—	4.0	—
Toyota Auto Dirs. Assn.	47,463.2	—	—	—	47,452.2	—	11.0	—
Hyundai Group	36,042.3	—	—	—	36,042.3	—	—	—
Honda Dirs. Assn.	30,272.9	—	—	—	30,272.9	—	—	—
Toyo Kogyo Co. Auto Dirs. Assn.	29,453.8	—	—	—	29,451.1	—	—	2.7
Nat'l Live Stock & Meat Board	29,074.3	8,935.6	—	13,942.1	2,743.4	3,072.3	—	380.9
Blue Cross/Shield Assn.	28,444.6	908.3	—	4,426.6	22,085.0	—	1,021.6	3.1
TOP 10 TOTAL	$594,339.6	$10,369.1	—	$95,105.7	$479,836.5	$3,079.7	$3,482.1	$2,466.5

Today's CEOs have become more involved than ever in campaign planning.

spenders, this year's list featured an overwhelming number of automobile dealer associations (see Table 3). One of the two organizations debuting on the association list was the National Live Stock and Meat Board (NLSMB), the other being the Honda Dealers Association. The only non-car organization in the heaviest-spender category, the NLSMB spent more than $29 million for television, radio, and magazine advertising, LNA reports.

As the American Dairy Association did when it broke its campaign two years ago, the NLSMB campaign relies on money provided by government-established programs to help increase consumption. A national "check-off" program assesses a fee for each head or pound of value of livestock sold, to be used for the corporate-ad campaign. The organization includes beef, pork, and veal producers, who've seen their products fall on hard times as America's infatuation with meat gives way to health concerns. New campaigns were launched in 1987 to help increase pork and veal consumption, and the beef producers stepped up the celebrity-based "Real Beef for Real People" campaign, begun in January 1987, focusing on the nutrition, convenience, and popularity of beef.

The pork group broke its campaign in March 1987, aimed at helping pork shed its relatively old-fashioned image, says Barry Pfouts, director of marketing for the National Pork Producers Council. "The 'Pork, the Other White Meat' campaign, which covered 25 markets using primarily spot TV and consumer magazines, is intended to reeducate consumers on the fact that pork is now 50 percent leaner than it was 20 years ago," Pfouts says. The campaign already appears to be bringing home the bacon. After just 10 weeks of TV advertising, studies showed that the number of people who think of pork as a white meat rose dramatically.

The veal producers too have hit the campaign trail, using the tag lines "Veal Versatile," and "Make It Easy, Make It Veal," among others, in an effort to show consumers that veal is as simple to cook as chicken. Recipes also are featured to show restaurateurs new ways to prepare veal.

Similarly, the Honda Dealers Association—number seven on the association list—walks a thin line between corporate and product advertising. Though it doesn't sell one particular product, but rather the entire product line, this type of campaign clearly differs from the old-school, image-building genre.

"The Honda Dealers spending for corporate advertising has risen substantially due to the increasingly competitive car market," says Bill Young, assistant manager of the Honda national advertising department. Dealer groups, which finance their local advertising campaigns with deductions from each car sold, have been raising their assessments to shore up local-advertising efforts, he says.

WALL STREET JOURNAL

Top 10 Spenders/Associations

	1987 Dollars
1. American Gas	$885,540
2. Blue Cross & Blue Shield	681,872
3. U.S. Council for Energy Awareness	360,833
4. American Bankers	253,989
5. National Live Stock & Meat Board	169,326
6. National Federation of the Blind	132,428
7. Canary Islands Cigars	118,984
8. Blue Shield of California	110,912
9. Acura Dealers	102,299
10. Blue Cross of California	88,740

Source: BAR/LNA [illegible] Report and the Wall Street Journal

But since local groups of Honda dealers use 36 separate advertising agencies, the look of the campaigns across the country vary greatly.

Overall, associations increased their corporate ad spending 19.1 percent, to $991 million from $832 million (see Table 1). The largest increase, according to LNA, was for cable TV, which shot up 57.2 percent. Spot and network television and consumer magazines climbed slightly, with newspaper supplements, radio, and outdoor spending falling in various degrees.

Many contend, however, that LNA's figures don't exactly reflect reality. For one thing, separating corporate from product advertising has never been easy, and the line between the two is growing finer and finer (see "Blurred Division," September 1987, page 34).

"The classifications are in the eyes of the beholder"—in this case LNA—Poppe says. "It's difficult to classify an ad as product or corporate, and 9 times out of 10 it's both. The ads are corporate in scope, but they're selling a product." Poppe contends that most good corporate ads sell the product along with the company. He points to Philip Morris's recently launched campaign—which claims that the buying power of smokers is larger than the gross national product of many small nations—as the most brilliant thing the tobacco industry has done in years. "This is strictly a corporate campaign and the public is going to remember Philip Morris's name, thereby en-

hancing its reputation," he says.

On LNA's top-10-corporations list, for example, ads placed by US Sprint and AT&T are difficult to categorize because it's almost impossible to distinguish the corporation from the service it sells. "To properly classify the ads," Poppe claims, "you have to examine the objective of the campaign, which is impossible to determine just by looking at the ad."

Corporate-advertising executives also challenge the accuracy of LNA's figures. Expenditures for the report are calculated on the basis of one-time open rates from current rate cards supplied by the media; actual expenditures, therefore, taking discounts into consideration, are probably much lower than reported. Since advertisers don't share their ad budgets with the outside world, though, using the open rate cards is the only leg LNA has to stand on.

And finally, Poppe and others claim, because LNA does not monitor specialized business-to-business and smaller, up-and-coming magazines, they may be missing a source that is often loaded with corporate ads. And the fact that LNA does not track newspapers, another heavy corporate-advertising medium, also is often raised as a criticism. In fact, the ANA study found that specialized newspapers, including the *Wall Street Journal*, the *New York Times*, and the *Washington Post*, are, along with business magazines, the most used vehicles for corporate ads. Separately, though, LNA does monitor the *Wall Street Journal*, perhaps the most popular newspaper for these ads (see boxes, pages 26 and 28, for *WSJ*'s top-10 corporate-ad spenders).

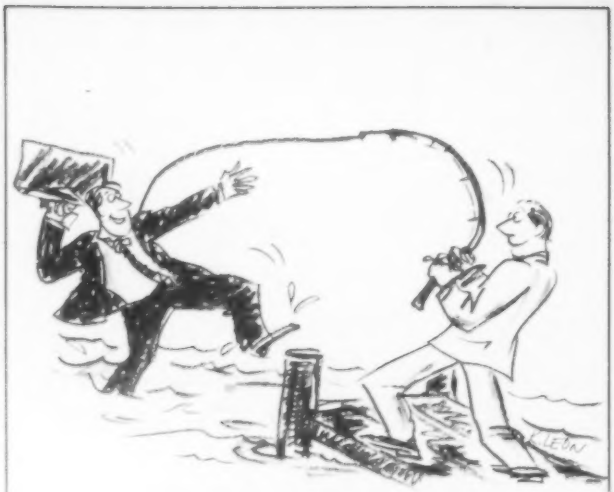
However, beginning with its 1988 monitoring, LNA plans to add 149 daily and Sunday newspapers under its blanket. Syndicated TV, which consists of non-network programming, also will be added.

And how will 1988's corporate advertising fare? Olympic and presidential election years are generally boons for corporate advertising, as organizations scramble to tie their image to the American flag. "For these events, corporations frequently bring out special ad programming," Tom Garbett observes. GTE, for example, jumped on the opportunity to appeal to readers with interests in politics when it sponsored the "GTE Presidential Forum: the Budget and Trade Deficits," a 16-page advertising supplement in the June 6 issue of *Fortune* magazine.

Coinciding with corporations' heightened desire for bottom-line paybacks, predicts Garbett, sales-related corporate advertising will continue to flourish, while long-term campaigns featuring relatively soft, "we're a great corporation"-type advertising will be harder to find. "Corporate advertising of such a nature—which is not directly going to help sales—will suffer as a result," he notes.

The Television Bureau's Severance, however, is keeping his prophecies under his hat. "Future corporate spending is simply unpredictable because companies tend to switch money from product- to corporate-advertising budgets, depending on reasons specific to the company," he says. Also, he notes, "corporations tend to do exactly the opposite of what everyone thinks they ought to do. For instance, everyone assumes a corporation would advertise more when it is doing poorly and less when it is doing well. But in practice, many corporations advertise more during good times and less during bad." ■

Amy Barnes is an editorial intern at PRJ.



You'll find who you're looking for!

Recruit the finest public relations professionals by advertising in *PRJ*'s "Fast Close" Classified. You have an additional two weeks after each regularly scheduled classified ad closing to place a recruitment ad in the *Public Relations Journal*. At *no extra* charge!

Closing Dates: Fast Close Classified Only

Issue	*Ad Close*
September	August 4
October	September 9
November	October 6
December	November 4

PRJ's "Fast Close" Classified reaches over 75,000 public relations professionals. So turn to *PRJ* for your professional recruitment needs. **Call Joseph Whitfield at (212) 995-2266 today!**